

SCHWEGLER'S "THOR-O-BRED" Baby Chicks

REG. U. S. PAT. OFF.



SCHWEGLER'S HATCHERY
212 NORTHAMPTON • • • BUFFALO, N.Y.



F. A. SCHWEGLER



MRS. F. A. SCHWEGLER

Greetings

To Our Poultry Friends Everywhere

IT is a natural wish of everyone to have friends, and lots of them. In our work of hatching and shipping baby chicks we sincerely appreciate the wonderful opportunity of becoming acquainted with so many poultry keepers, and of rendering them a real service by supplying baby chicks that help them make a success.

On the opening page of this, our Twelfth Annual Chick Book, we are glad of the opportunity to say a pleasant "Hello!" to all of our customers, old and new. We are happy to welcome new customers, and thank our old customers for their patronage year after year which has helped us in the constant improvement of our stock and methods.

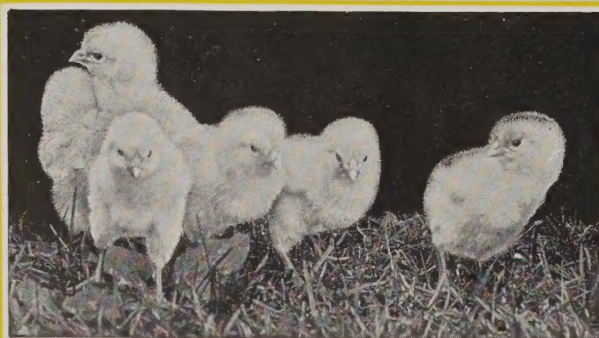
We would like to have you visit our hatchery and see for yourself the quality of our chicks, how we hatch them, and the efficient manner in which each order is handled. Interested people from all parts of the United States and Canada visit our hatchery each season and it gives us pleasure to observe their delight in viewing the chicks as they pop out of the shells and give ample evidence of their vigor and vitality.

Realizing that it is not convenient for many of our customers to personally make a visit to our hatchery, we have printed a picture story on pages 18 and 19 showing how we hatch and ship the chicks to our customers everywhere.

Whether you need just a few chicks or require a large number for market purposes, we ask the privilege of supplying you with our "Thor-O-Bred" Baby Chicks. We promise you that your order will receive our prompt and most careful attention.

Yours very truly,

F. A. Schwegler



After reading this Chick Book please keep it for future reference. If any of your friends would like one of these books kindly send us their name and address or have them write us. A post card will do.

Printed in U. S. A.
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Buffalo, N. Y.

Make Success Certain

by ordering

Schwegler's "Thor-O-Bred" Baby Chicks

YOUR success in poultry raising this year will largely be what you make it.

First of all, it is necessary to get started right. Poultry experts everywhere agree that one of the great factors in getting the right start is to have the right kind of stock.

The number of eggs your fowls lay this coming year is what will determine your poultry profits.

Recognizing this, it certainly is poor judgment to buy chicks that can't reasonably be expected to produce the largest number of eggs.

Well informed poultry keepers know that good chicks are absolutely essential to success.

Start with chicks produced from ancestry that has proved its high productive ability.

Experience has proved that if a hen has not been bred to lay a large number of eggs—if it does not have back of it high producing ancestry—no amount of good care and feeding will make her lay enough

eggs to give her owner the full profit he should get.

There can be no question, therefore, of the wisdom of purchasing chicks that have production bred into them. The cost of keeping a poor producing flock is practically the same as with the most productive birds.

Our aim is to give you baby chicks that will live and grow into big producers so you can realize a good profit on your season's work.

Schwegler's "Thor-O-Breds" represent the best blood lines obtainable anywhere. They have been bred for rapid growth, early maturity and high egg production. You may be able to buy baby chicks at a slightly lower price than you would pay for our "Thor-O-Breds", but a few cents in the original cost is nothing compared with the extra amount of eggs laid, and the difference will mean your success instead of failure. Our customers everywhere are making money and prospering—and you can, too.

Our Personal Attention Given to Every Order

You Can Depend Upon Promises We Make

THE steady growth of our business year after year is due first to the superior quality of our chicks, and then equally as much to the fair and square methods employed by us in all our dealings with customers.

Chicks That Are Hatched Right Are Half Raised

Those who are able to personally visit our Hatchery know how very complete it is, and that the most modern and efficient methods are used in the hatching of our "Thor-O-Breds".

Temperature, fresh air and moisture—all of the highest importance in the hatching of strong, husky chicks—are controlled automatically. An expert is in constant attendance, day and night, to see that every detail of operation is given proper attention.

All Orders Handled Promptly

The customer living at a distance who writes to us or sends us an order receives the same personal and careful attention as if he were able to come to the hatchery and take the chicks home with him.

Every order is filled with the idea of giving complete satisfaction to customers. That is the way we have built up our business, and that is the way we shall continue.

Correspondence Invited

Our years of experience in the poultry industry are at your service. We are glad to hear from poultry keepers

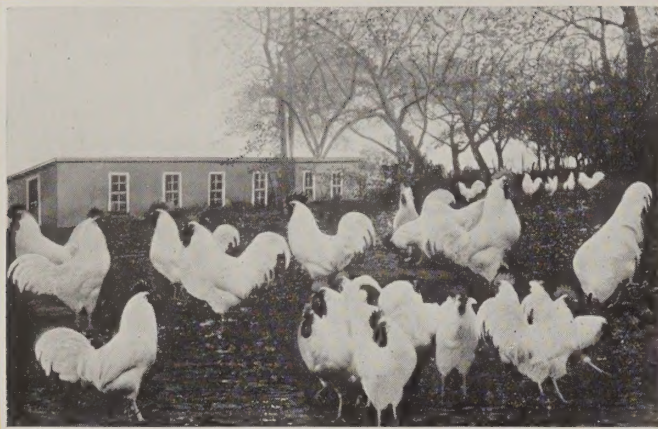
everywhere, at any time, if we can be of help to them in the care and management of their chicks. Our mail seems to be getting larger all the time, but we like it.

So if you want any information at any time, just feel free to drop us a line and you will promptly receive a complete and full reply.

Buy some "Thor-O-Breds" this year and see the difference between them and the ordinary kind of chicks.



Big, fluffy, strong chicks that "live, grow, and lay".



Note the vigor and vitality of these fine big cockerels. Chicks produced from these birds have the lay bred into them.



A group of fine females under New York State Official R.O.P., (Record of Performance) supervision from October, 1929 to October, 1930.



The cockerels used by us as breeders are selected very carefully for correct type so they will produce husky, livable chicks.



Breeding cockerels from R. O. P. (Record of Performance) hens with records of 210 to 293 eggs in one year. Chicks produced from hens mated to cockerels like these are the kind of chicks you will want for layers.

Breeding for

Year by Year We Improve Our "Thor-O-Breds"

SATISFIED only with the best layers possible to secure, our customers have grown accustomed to look to us each year for the most advanced improvement in blood lines—they know we are constantly on the alert for anything that will better the quality of our chicks and help our customers make a greater profit in their poultry work.

On this page we show some of the cockerels we will use to head our 1930 breeding pens, which indicate the extent we have gone in providing breeding birds that will transmit to their progeny the high production ability desired by our customers looking for the best chicks to be obtained.

The cockerels shown in photos on this page were produced from New York State R. O. P. (Record of Performance) hens which in 365 days last year made the following egg records under supervision of persons designated by the Department of Poultry Husbandry, New York State College of Agriculture, Cornell University:

Number of Eggs Laid Last Year by Mothers of Cockerels

307	245	238	240	269
273	248	237	243	265
269	273	238	245	264
247	243	229	225	265
229	248	235	243	245
260	291	226	231	263
248	255	226	234	257
247	236	225	225	254
257	269	228	223	269
252	236	235	229	286
274	284	257	247	293

Such remarkable records for a large flock of hens speak for themselves. As high egg laying ability is inherited chiefly through the male it will readily be seen that these cockerels may be depended upon to transmit to the chicks the same wonderful egg laying ability possessed by their mothers.

Only a few years ago folks who talked about the possibility of hens laying as many as 200 eggs in a year were looked upon as well meaning individuals who let their enthusiasm run away with their better judgment. Nevertheless, 200 egg hens are here in large numbers, and in selecting your chicks you should make sure they are produced from high record stock.

Heavy Layers

World's Best Breeding Stock Is Back of Our Chicks

THE egg records and pedigrees here shown are of personal interest to you because they indicate the blood lines back of our "Thor-O-Bred" Baby Chicks—which you now have the opportunity of buying.

Indeed, deciding where to get your chicks this year is a very important matter to you. Your future success depends upon the chicks you buy now.

Getting the Right Blood Lines

Desiring to have our "Thor-O-Breds" represent the very best blood lines obtainable anywhere, at any cost, we have never stopped for expense in getting new breeders.

This is well illustrated by our sending over to England to get from Tom Barron 25 of his high record cockerels, and in getting from B. C. Young, of the State of Washington, 250 male and female breeding birds directly related to his famous prize winning pen of five hens that laid 1,451 eggs in one year, an average of 290 eggs each per bird.

It was the same spirit of enterprise that prompted us to send to British Columbia for 151 R. O. P. (Record of Performance) cockerels. The pedigrees of three of these cockerels appear at the right, and on pages 16 and 17 will be seen numerous photo pictures of these birds.

Caring for Breeders

As every poultry keeper knows, it takes good breeders to produce good chicks. That is why we use care in the selection and mating of our breeding birds.

No birds are pushed or forced for heavy egg production, but are managed with the idea of producing good, fertile, hatchable eggs—the kind that produce vigorous, husky chicks that will live and grow, and make a fine profit for our customers.



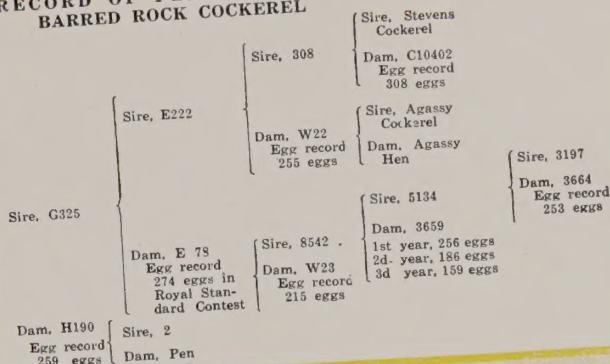
Our Barred Rocks make ideal broilers and are good year-round layers.



For both eggs and meat our White Rocks will make money for you.

Official Pedigree RECORD OF PERFORMANCE BARRED ROCK COCKEREL

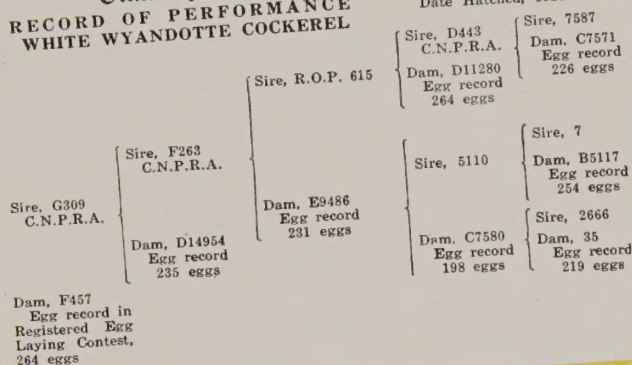
Leg Band, E740
Sex, Male
Date Hatched, 1928



"Thor-O-Breds" have the right kind of breeding back of them, and they do shell out the eggs.

Official Pedigree RECORD OF PERFORMANCE WHITE WYANDOTTE COCKEREL

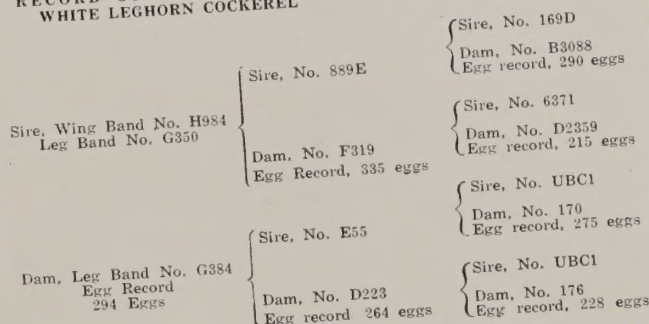
Wing Band, 6981
Sex, Male
Date Hatched, 1928



The ancestors of this cockerel for generations back were high producers. His mother laid 264 eggs in one year.

Official Pedigree RECORD OF PERFORMANCE WHITE LEGHORN COCKEREL

Wing Band No. H144
Sex, Male
Date Hatched, 1928



Three generations of high egg records back of this cockerel show that our breeders are produced from the right kind of stock.



Schwegler's "Thor-O-Bred" Single

Large Size, Deep Bodied Egg Type That Is Unsurpassed.

"Hello Folks"

Mr. Cockerel was snapped while crowing lustily and could not help telling the world how happy he was over being admired so much. This is a unique picture of one of our B. C. Young breeding cockerels bred from a 325-egg hen.

Will Make Money for You

MANY poultry keepers claim that for egg production White Leghorns are supreme. We receive more orders for this variety than for any other, which indicates their great popularity with our customers.

Termed the "leading business fowl of America", White Leghorns are raised almost exclusively on the largest egg farms. As egg producers they keep right on the job all the time.

The chicks we send out speak for themselves as to size, shape and ability to lay. We have an increased demand each season for our Leghorn chicks and our customers constantly tell us that they are wonderful producers and real money makers.

Schwegler's "Thor-O-Bred" White Leghorns are large in size, mature early, and produce big, uniform white shelled eggs that always command the best prices on the market. With proper care these birds begin to lay early and continue laying the year round.

HIS FLOCK AVERAGED 204.9 EGGS EACH IN ONE YEAR

Tonawanda, N. Y.,
December 11, 1929

Mr. F. A. Schwegler:

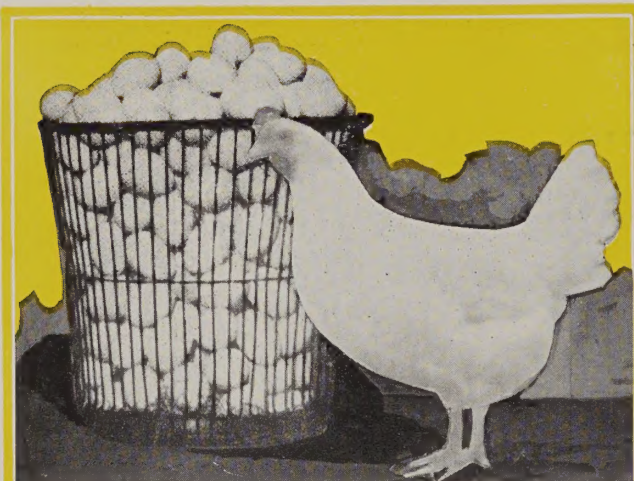
You will be pleased to learn that the "White Leghorn" chicks which I purchased from you made a flock average of 204.9 eggs each for the year. I used trap nests and have an accurate record of the number of eggs each hen in the flock laid.

I have written you previously how delighted I am with the chicks you sent me and the fine way in which you have always taken care of my orders. You certainly have the stock that can shell out the eggs right along during the year.

RAYMOND LANPHEAR.

In deciding where to get your chicks it should be remembered that to get vigorous, high production birds the parent stock must have these qualities. Our breeders possess the characteristics of true egg producing type.

The chicks you receive from us will develop into beautiful birds you can be proud of and show your friends—birds that have long, deep backs, deep bodies, good heads, white plumage, and a graceful carriage. You also will be pleased with their strength, vigor and rapid development, making them hardy and easy to raise.



This "Thor-O-Bred" S. C. White Leghorn laid 272 eggs in one year, November 1, 1927, to October 31, 1928. She is a real "egg machine".



One of our fine productive breeding males for season of 1930.



Our "Thor-O-Bred" White Leghorns have the characteristic long backs and deep bodies which denote heavy laying ability. They also possess the stamina, health and vigor so much required for all-year-round laying.

Comb White Leghorns

Chicks Are Vigorous and Grow Fast.

Meade Summers selecting breeding cockerels.



Mr. Summers is a graduate of New York State Agricultural College at Cornell University, and an authority on poultry. He is a licensed judge of American Poultry Association.



Famous As Egg Producers

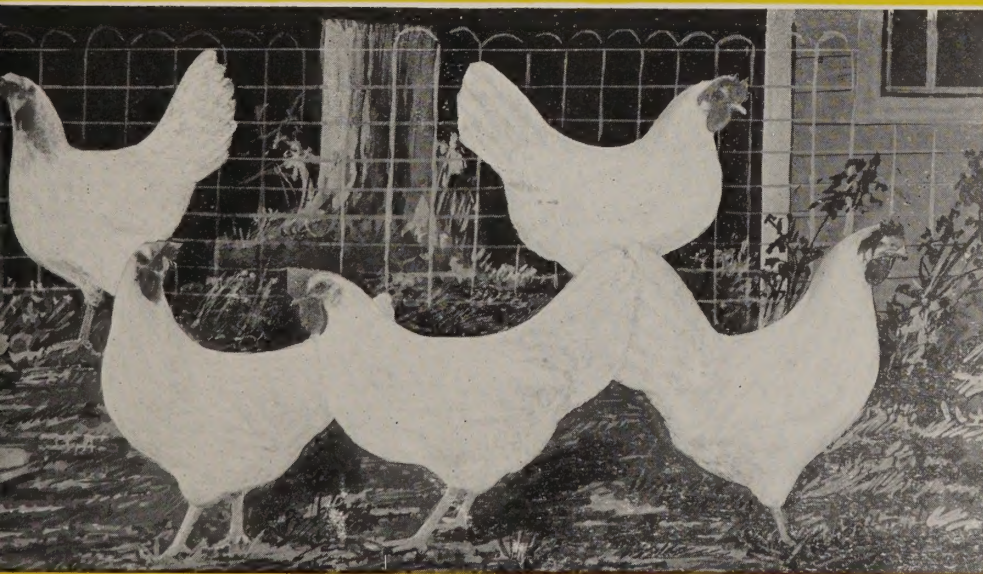
THE Single Comb White Leghorns rank first among poultry raisers as a commercial fowl. Because of the great number of eggs they produce they are familiarly referred to as "egg machines". They lay white shelled eggs and can be kept in large numbers on small range with a minimum of feed. The chicks grow quickly and the pullets commence laying at four to five months of age and keep up laying incessantly. They are non-setters. The cockerels reach broiler age sooner, perhaps, than any other variety.

Our breeding birds represent the leading blood lines and cannot be beat as layers because they are bred from hens that show a high average egg production over a period of years.

If you are after money-making White Leghorns, we can please you. Our Leghorns are of large size, deep bodied, and do shell out the eggs. Why not start with our stock? Your future success depends on the chicks you buy.

Color: Plumage, pure white throughout. Eyes, red. Shanks and beak, yellow. Skin, yellow.

For prices of Baby Chicks, see Price List in back of book.



These Leghorns represent the type of breeders used by us in producing chicks that bring such splendid results for our customers who look to their hens for large egg yield.

A large vigorous R.O.P. (Record of Performance) bird imported from British Columbia for use in our breeding pens.

Schwegler's "THOR-O-BRED" Baby Chicks

SUCCESS IS SURE WHEN YOU BUY "THOR-O-BREDS"
~BECAUSE THEY ARE HATCHED RIGHT AND ARE PRO-
DUCED FROM THE RIGHT KIND OF BREEDING BIRDS.



Barred Plymouth Rocks

*Heavy Layers and Ideal for
Market Purposes*

THE Barred Plymouth Rock is very popular among the farmers, as they have stood the test of time as a general market fowl. They grow rapidly, make fine broilers and wonderful roasters and lay an abundant number of large brown eggs. They are hardy, vigorous and great hustlers. Their color is gray, each feather being crossed by light and dark bars. Next to White Leghorns, we sell more Barred Rocks than any other breed, thus proving their popularity as they represent the best blood lines in America today. You cannot make a mistake by buying "Thor-O-Bred" Barred Rocks for both utility and general purposes as they are bred to lay and will please you. Try some this year.

Standard weights: Cock, 9½ lbs.; cockerel, 8 lbs.; hen, 7½ lbs.; pullet, 6 lbs.

Color: Plumage, gray, with each feather crossed by light and dark bars, producing a barred effect. Eyes, red. Beak and shanks, yellow. Skin, yellow.

*For prices of Baby Chicks, see Price
List in back of book.*

Rhode Island Reds

A Universal Favorite

MUCH in favor as an all around general purpose fowl, the Rhode Island Reds are fast coming to the front. They do splendidly in all climates, lay well in winter and their beautiful mahogany-red color, yellow beaks and red combs make them a universal favorite. Their tail feathers grow out in a nice glossy greenish black, making a wonderful combination of color. They lay a large brown egg and are good setters and the best mothers to little chicks. Our "Thor-O-Bred" Rhode Island Reds are bred to lay and I know you will make no mistake in raising this popular breed.

Standard weights: Cock, 8½ lbs.; cockerel, 7½ lbs.; hen, 6½ lbs.; pullet, 5 lbs.

Color: Plumage, an attractive red which varies in shade. Eyes, red. Beak, yellow or horn. Shanks, yellow. Skin, yellow.

*For prices of Baby Chicks, see Price
List in back of book.*



"MORE THAN UP TO OUR EXPECTATIONS"

East Chatham, N. Y., November 15, 1929

Mr. Schwegler:

The Barred Rock chicks I got from you were more than up to our expectations. They were so strong and vigorous it was not hard to raise them. My pullets began laying at 5 mos. and are as bright-eyed and healthy a flock as you could wish to see. I now wish I had bought twice as many chicks.

MR. and MRS. JACOB LINKER

Schwegler's "THOR-O-BRED" Baby Chicks

YEARS HAVE BEEN SPENT IN BUILDING UP OUR BREEDING STOCK SO THAT IT POSSESSES THE CHARACTERISTICS NECESSARY FOR HEAVY EGG PRODUCTION.

Single Comb Brown Leghorns

*Fine of Plumage and Great
Egg Producers*

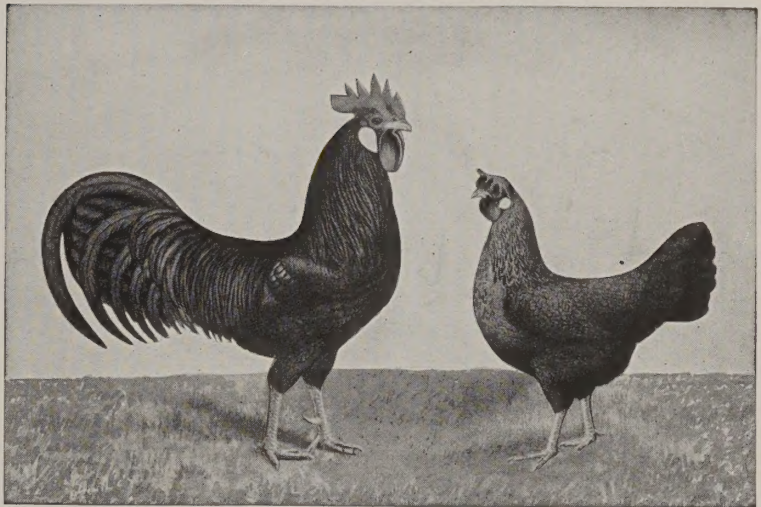
THE Brown Leghorn's popularity is occasioned by their wonderful laying ability and beauty. They are the most active and vigorous chicks one could wish for, as they do not set and can stand confinement. As layers of white eggs they are hard to beat, starting to lay at four to five months of age. With good housing facilities and feeding they will lay abundantly in cold weather.

Our Brown Leghorns are of very fine quality, being of the popular Ever-lay strain, which are known everywhere as representing the best qualities in this variety. Their red combs, beautiful plumage, white ear lobes, and proud carriage make them a choice with anyone who wants profit combined with pleasure.

Standard weights: Cock, $5\frac{1}{2}$ lbs.; cockerel, $4\frac{1}{2}$ lbs.; hen, 4 lbs.; pullet, $3\frac{1}{2}$ lbs.

Color: Plumage, a beautiful soft brown on body, with laced necks, and dark tails. Eyes, reddish-bay. Beak, horn. Shanks, yellow. Skin, yellow.

*For prices of Baby Chicks, see Price
List in back of book.*



Single Comb Buff Leghorns

Good Hustlers and Wonderful Layers

THE Buff Leghorns are favorites with lovers of the Leghorn breed. They make a very handsome appearance, contrasting their beautiful golden buff with red combs and wattles, white ear lobes and deep yellow legs. It is astonishing to see the amazing egg records reported by our customers from our Buff Leghorns. They lay nice white eggs and are particularly prolific layers in winter. No better blood lines can be found than is represented in our breeding birds, which are noted for their great vitality and beauty. If you are a lover of the Buffs, admire action and appreciate eggs—then our Buff Leghorns will satisfy you completely.

Standard weights: Cock, $5\frac{1}{2}$ lbs.; cockerel, $4\frac{1}{2}$ lbs.; hen, 4 lbs.; pullet, $3\frac{1}{2}$ lbs.

Color: Plumage, rich golden buff. Eyes, reddish-bay. Shanks and beak, rich yellow. Skin, yellow.

*For prices of Baby Chicks, see Price
List in back of book.*



"NEVER HAD SUCH GOOD LAYERS"

Bracebridge, Ont., Can., October 24, 1929

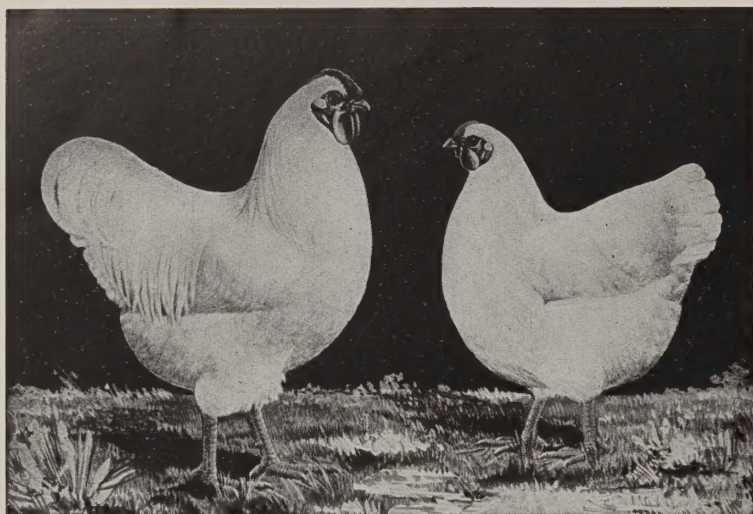
Mr. Schwegler:

We sure have had splendid luck with the Buff Leghorn baby chicks we got from you. Will send for some more next spring. I don't want to get any other strain mixed with yours as we never had such good layers since we kept poultry. Starting in September they laid right through the winter and are always on the job. Their egg record is fine.

BERT BUCK

Schwegler's "THOR-O-BRED" Baby Chicks

OUR LARGE, DEEP BODIED HENS POSSESS THE VITALITY THAT ENABLES THEM TO LAY PROLIFICALLY EVEN UNDER ADVERSE WEATHER CONDITIONS.



White Wyandottes

An Excellent Fowl for Both Meat and Eggs

THE general characteristics of Wyandottes are similar to Plymouth Rocks, the chief difference being their shape, which is rounder. White Wyandottes mature early, and make a splendid market fowl on account of their beautiful yellow skin and plump breasts, and they sure are wonderful winter layers of nice brown eggs.

The chicks—like White Plymouth Rocks—occasionally hatch a dusty color, which turns a beautiful white when they start to feather out.

We take pride in being able to offer our customers chicks from breeders representing the foremost strains in America. They are typical of the best in this profitable variety. We know our White Wyandottes will prove to you their worth if you give them a trial.

Standard weights: Cock, $8\frac{1}{4}$ lbs.; cockerel, $7\frac{1}{4}$ lbs.; hen, $6\frac{1}{4}$ lbs.; pullet, $5\frac{1}{4}$ lbs.

Color: Plumage, white in all sections. Eyes, red or bay. Beak and shanks, yellow. Skin, yellow.

For prices of Baby Chicks, see Price List in back of book.

Single Comb Mottled Anconas

Valued for their Distinctive Beauty and Prolific Egg Production

THE Ancona is admired for its beautiful black plumage with many white tipped feathers. These birds lay well in winter, often starting at four months of age—do not set—and their eggs are white shelled and command a good price. Cockerels can be sold as broilers at an early age as they have a yellow skin and dress nicely for table use. The pullets can then be kept for winter layers. "Thor-O-Bred" Anconas will do well in the city, are excellent in the country, and will make money for you.

Our Anconas comprise the best blood in the United States. They are prolific layers, and will stand comparison with the very best in this variety.

Standard weights: Cock, $5\frac{1}{4}$ lbs.; cockerel, $4\frac{1}{4}$ lbs.; hen, 4 lbs.; pullet, $3\frac{1}{4}$ lbs.

Color: Plumage, black, with many feathers white-tipped. Eyes, reddish-bay. Shanks and beak, yellow, mottled with black. Skin, yellow.

For prices of Baby Chicks, see Price List in back of book.



"ALL THAT YOU CLAIM FOR THEM"

Roulette, Pa., November 16, 1929

Mr. Schwegler:

I wish you could see my beautiful flock that I have raised from the White Wyandotte baby chicks you sent me the 31st of May, 1929. I sold my first broilers when they were 11 weeks old. Some of the pullets began to lay yesterday—and they are only 5 mos. 15 days old. Am much pleased with my "Thor-O-Breds". They are all that you claim for them.

A. E. CHURCH

"THOR-O-BREDS" ARE NOT ONLY BEAUTIFUL BIRDS, POSSESSING THE CHARACTERISTICS THAT MAKE THEM ADMIRABLE BY ALL WHO SEE THEM, BUT THEY ARE MAKING HANDSOME PROFITS FOR OUR MANY CUSTOMERS.

White Plymouth Rocks

A Splendid General Purpose Fowl

FOR many years this has been a deservedly popular variety. On account of their beautiful clear white plumage, White Plymouth Rocks have found great favor with those who prefer a white flock.

When the chicks hatch some of them are of a dusty color, which turns a beautiful white when they mature.

They are just as practical as they are beautiful—hardy, easily raised and mature quickly, laying a nice brown egg. They make fine table fowl, having yellow skin and plump breasts, and as broilers or capons they are hard to beat. These chicks will prove highly satisfactory with poultrymen desiring these practical qualities.

We are pleased to offer baby chicks from breeding birds representing strains which for a quarter of a century have been acknowledged as leaders.

Standard weights: Cock, 9½ lbs.; cockerel, 8 lbs.; hen 7½ lbs.; pullet, 6 lbs.

Color: Plumage, clear white throughout. Eyes, red. Shanks and beak yellow. Skin, yellow.

For prices of Baby Chicks, see Price List in back of book.



Black Minorcas

Long Known As Exceptional Layers of Large White Eggs

MINORCAS are the largest of the Mediterranean fowls. They are non-setters, and prolific layers. They lay the largest white eggs of any of the standard varieties.

These fowls are distinguished by their extreme long bodies, dark colored legs, exceptionally large red combs, long wattles, and prominent white ear lobes, which strikingly contrast with their lustrous, glossy black plumage.

The chicks we offer you are from noted strains, which need no introduction in the poultry world. It has taken years to build up our line of breeding birds, but it is a great satisfaction to be able to send out chicks that give such splendid results in the hands of our customers everywhere.

Standard weights: Cock, 9 lbs.; cockerel, 7½ lbs.; hen, 7½ lbs.; pullet, 6½ lbs.

Color: Plumage, lustrous greenish black throughout. Eyes, dark brown. Shanks and beak, black or slate. Skin, white.

For prices of Baby Chicks, see Price List in back of book.



"HAVE DONE FINE IN EVERY WAY"

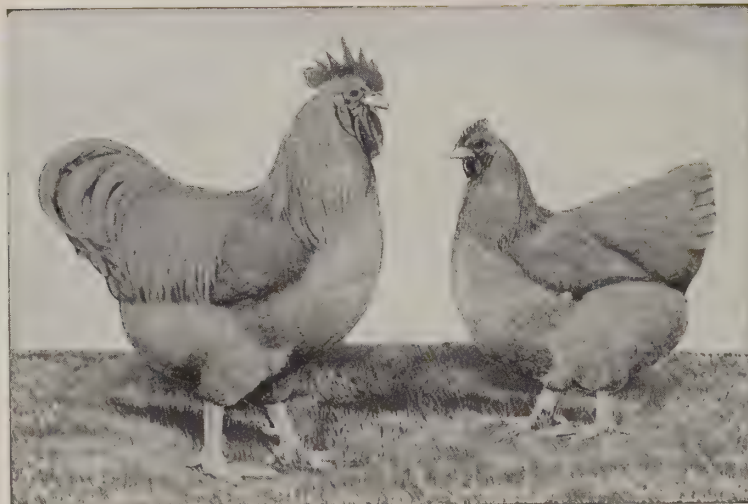
Prescott, Ont., Can., October 29, 1929

Schwabers Hatchery:

Was real pleased with my Black Minorcas. The chicks arrived safely, grew nicely, and have done fine in every way. Our little girl got second prize on them at school fair. Ours were younger or would have got first prize. Am sending a snap shot of Mrs. Hough with some of them. We appreciate the way in which you have taken care of our different orders.

WM. J. HOUGH

"THOR-O-BREDS"
COST NO MORE TO
RAISE BUT THEY
INCREASE YOUR
POULTRY PROFITS



"THOR-O-BREDS"
REPRESENT
YEARS OF CAREFUL
SELECTION AND
CORRECT MATING
OF BREEDING
STOCK

Single Comb Buff Orpingtons

Good Layers and an Ideal Table Fowl

THE immense size of Buff Orpingtons, their early maturity and large production of nice brown eggs, place this variety in the front rank as utility fowl. The males often weigh as much as 12 pounds. They are a beautiful buff color, and exceedingly popular, as they grow rapidly, make early broilers and are fine for caponizing. Our breeders receive every attention necessary in the line of feed and care so that they produce chicks that "live, grow and lay".

They will please you as the quality will compare favorably with that for which many prominent breeders charge high prices. Get "Thor-O-Bred" Buff Orpingtons and you will have a strain of real poultry and a flock of which you can be proud.

Standard weights: Cock, 10 lbs.; cockerel, 8½ lbs.; hen, 8 lbs.; pullet, 7 lbs.

Color: Plumage, golden buff. Eyes, red. Beak and shanks, white or pinkish white. Skin, white.

White Pekin Ducks

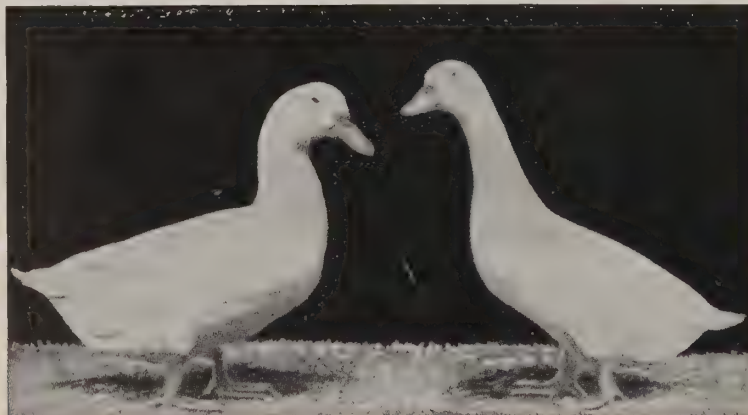
This Quick Growing Fowl Is Popular for Its Clean Appearance and Appetizing Meat

MANY of our customers have found that a flock of 50 ducks can be kept on their farms without materially increasing labor. Ducklings insure quick profits, because they grow fast and mature early. They require little room, and are forced from the beginning in order to get them to market as early as possible. They

will grow to six pounds in ten weeks with the proper care and feed. Water to swim in is not necessary for Pekin Ducks. We offer you our white egg strain quality which we know will please you with results. Why not have a few ducks on your farm, too?

Standard weights: Drake, 9 lbs.; duck, 8 lbs.

REMEMBER, WE
GUARANTEE 100
PER CENT LIVE
DELIVERY OF
CHICKS AND BABY
DUCKS TO YOU.



FOR PRICES OF
BABY CHICKS AND
BABY DUCKS,
SEE PRICE LIST IN
BACK OF BOOK

Select Breeding Cockerels Imported from England

S. C. White Leghorns Direct from Tom Barron

A highly capable poultry keeper over in England by the name of Tom Barron has made himself world famous because of his remarkable achievements in producing White Leghorns that have taken prizes in the many egg laying contests entered by him. In our desire to get the best breeding birds possible, we got in touch with Mr. Barron and as a result he sent us 25 of his best breeding cockerels.

While Tom Barron White Leghorns are widely known throughout the United States, most of these birds are only distantly related to the original Tom Barron stock.

Tom Barron, in his breeding, aims for practical results—a good laying strain for the poultry keeper seeking profit. His success in the great laying competitions in many different countries is proof that he has bred his fowls along the right lines. His prizes in egg laying contests include 86 silver cups, 10 gold medals, 58 silver medals, 50 first prizes, 30 second prizes, 20 third prizes and over 500 200-egg ribbons and certificates.

PEDIGREES OF 25 TOM BARRON COCKERELS SHOWING HIGH EGG RECORDS OF PARENT STOCK

Pedigrees of the 25 W. Leg. cockerels shipped to Mr. F. A. Schwegler, 212 Northampton, Buffalo, N.Y. per s.s. "Celtic" on 21/10/27.

Cockerel No.	Month Hatched.	Dam.	Sire's Dam.
67	March/27	276	314
68	"	"	"
69	"	"	"
70	"	275	"
71	"	"	"
72	"	"	"
73	"	"	"
74	"	280	"
77	"	"	"
78	"	288	"
79	"	"	"
83	"	283	"
84	"	"	"
85	"	"	"
86	"	282	"
87	"	"	"
88	"	"	"
97	"	283	"
98	"	"	"
99	"	276	"
100	"	"	"
101	"	280	"
102	"	"	"
103	"	"	"

Signed: *Tom Barron*



Trans-Atlantic Steamer "Celtic" of White Star Line

Picture at right shows the Tom Barron cockerels upon arrival from England, Nov. 4, 1927. They withstood their long journey well and were vigorous and full of pep.



These 6 White Leghorns won first prize in egg laying contest at Harper-Adams College, England, in 1926, laying 1,499 eggs, an average of 250 eggs per bird in 48 weeks, the largest average ever made to date in an English laying test. Bred and owned by Tom Barron.





Tom Barron,
THE POULTRY FARM, CATFORTH,
NEAR PRESTON, ENGLAND.

Breeder of the Highest Class Utility Pedigree
P.C. White Wyandottes, & S.C. White Leghorns.

Dear Sir,

Your letter and order of the 10th. inst. came to hand this morning, for which I thank you.

I have pleasure in informing you that I have been successful in making arrangements for the birds to be despatched from here this evening, and same are being shipped per s.s. "Celtic" which leaves Liverpool tomorrow Saturday.

Kindly find pedigrees herewith enclosed, and I trust you will receive the birds in first-class condition.

Thanking you, and assuring you of my personal attention at all times,

I remain,
Yours truly,
Tom Barron

212, Northampton,
Buffalo,
N.Y.

October 21st./27.

No. 3537

"Baroness IV" laid 282 eggs in 12 months at Storrs International egg laying contest.



25 White Leghorn Cockerels bred and raised by Tom Barron, of England. These cockerels were bred from a pen of hens with records of 280, 275, 276, 282, 288, 2½ oz. eggs. Photo was taken in Buffalo upon arrival of birds from England.



Barred Rocks and White Leghorns raised by Noe Chevalier, Belle River, Canada.



B. M. Greendale, Iberville, Que., Can., is quite proud of his "Thor-O-Bred" White Leghorns.



Feeding time on farm of Mrs. A. France, Weston, Canada. Photo shows her Barred Rocks and White Leghorns.



Mr. and Mrs. John M. Stowell, Richland, N. Y.



Mr. Phillips of Newfane, N. Y. and his "Thor-O-Breds" when they were 3 mos. old.



Buffalo City Hospital



Landow Farm



Adolph Farm



Kelkenberg Farm

These Customers

IT gives us great satisfaction to realize that we have been the means of helping so many poultry keepers make a success. On these pages we publish a few of the many letters we have received telling how Schwegler's "Thor-O-Bred" chicks prove to be big money makers for our customers.

"WONDERFUL LUCK"

Mansfield Center, Conn.,
November 14, 1929

Dear Mr. Schwegler:

I have had wonderful luck with the Rhode Island Red pullets I got from you as baby chicks last April. Have been very successful raising them and now have a beautiful flock. Enclosed you will find a snap of my pullets and myself. It is safe to say it will be Schwegler's for my next lot of chicks.

CLARENCE G. CRANE
(See photo on opposite page)

"AVERAGE 60 PER CENT PRODUCTION"

Belle River, Ont., Can.
November 25, 1929

Dear Mr. Schwegler:

Last March I got 1,500 White Leghorn baby chicks from you, and in April I got 500 Plymouth Rocks. The pullets are now laying fine. So far they average 60 per cent production. Have had good success and am glad to recommend your chicks and your methods of fair dealing. Am enclosing a snap shot showing some of my birds.

NOE CHEVALIER
(See photo at top of page)

"IT PAYS TO BUY THE BEST"

Weston, Ont., Can.
November 18, 1929

Mr. Schwegler:

A year ago I got some baby chicks from you which have been laying a full year—and they have laid well. Last April I again got chicks from you and am much pleased with them. Both the Barred Rocks and the White Leghorns have been laying since the middle of August which shows the quality of your "Thor-O-Breds". Send me your new catalog early in the spring as I want to get some more chicks like the ones I now have. It pays to buy the best. Am sending you a photo showing both Leghorns and Rocks.

MRS. A. FRANCE
(See photo at top of page)

"SO EASY TO RAISE"

Richland, N. Y., October 23, 1929

Dear Mr. Schwegler:

I have bought baby chicks from you at several different times and have always been very much pleased with the strong, husky fellows you sent me. They were so easy to raise. My last order was for 50 Buff Orpingtons and I now have 30 pullets, all perfect and some near laying. Will look to Schwegler's for my next chicks.

MRS. JOHN M. STOWELL
(See photo at top of page)

"ALREADY LAYING 50 PER CENT PRODUCTION"

Ilford Cottage, Newfane, N. Y.
October 20, 1929

Mr. Schwegler.

Am glad to tell you that the "Thor-O-Bred" baby chicks I got in the spring are doing fine. They are already laying about 50 per cent production, which we consider extremely good for so early in the season. They started when 4 mos. 2 weeks old. Many people ask us where we got our chicks. The photo enclosed shows chicks when not quite 3 months old. Would be glad to have you give us a call and see our birds if you happen at any time to be this way.

G. and P. PHILLIPS
(See photo at left of page)

"PROUD OF THEM"

Kyserike, N. Y., December 27, 1929

Dear Mr. Schwegler:

From the 500 "Thor-O-Bred" baby chicks I bought of you I now have 250 pullets. They are a fine healthy looking flock and I am proud of them. In raising them I did just as you instructed and am perfectly satisfied. When we want more chicks they will come from Schwegler's, and no one else. Enclosed you will find a snap shot of the pullets and my grandson with me.

FRANK STEVENS



Mr. and Mrs. Victor Ropp, Woodstock, Can.



Mr. Harry W. Karney, Catskill, N. Y., says Schwegler's "Thor-O-Breds" grow like weeds.



The 200 White Rock chicks of Mrs. Clifford Jenkins, Wingham, Can., have developed into a fine flock of layers.



Mrs. Joseph Kachel, Clymer, N. Y., with her little son, feeding their "Thor-O-Breds".

Appreciate Quality

EACH season we supply many large farms with their entire requirements in the way of baby chicks, and these more extensive poultry raisers are just as enthusiastic about our "Thor-O-Breds" as those who need but a small number of chicks each season to keep the family table supplied with fresh eggs.

"NEIGHBORS DON'T GET SO MANY EGGS"

1175 Madison Ave.,
New York City, N. Y.
October 17, 1929

Dear Mr. Schwegler:

For two years we have bought our day-old chicks from you. We are partial to the Barred Rocks, and I must say I have never seen such handsome birds when full grown as those we got from you. None of our neighbors can begin to get so many eggs per hen as our flock lays. We are not trying to run a poultry farm but keep a small number to supply the table at our Rest Home, especially for the tables of our convalescent guests. You may expect another order next year, for we are greatly pleased with the results of buying from you.

MARGARET ECKLEY

"GETTING A GOOD START"

Bristol, Conn., October 19, 1929
Schwegler's Hatchery:

Our chickens are getting along very fine. I received the baby chicks April 5th and now have 125 beautiful pullets. The first week they laid 250 eggs, the second they laid 390 eggs, and the third week they laid 440 eggs. And so they keep increasing in egg yield. I expect we'll put in a larger order next year.

EDWARD WINTERS

"NEVER HAD PULLETS LAY SO SOON"

Woodstock, Ont., Can.
November 11, 1929

Dear Mr. Schwegler:

We are well satisfied with the Buff Leghorns we got from you. About half were pullets and they started to lay when 4½ months old. We never had pullets lay so soon before. We are feeding wheat morning and night, and mash at noon with dry mash in front of them at all times. We will surely send you another order in the spring for more chicks.

MR. and MRS. VICTOR ROPP
(See photo at top of page)

"DEVELOPED VERY NICELY"

Catskill, N. Y., October 28, 1929

Dear Mr. Schwegler:

Your "Thor-O-Breds" grow like weeds. I raised 190 of the 200 Buff Leghorn baby chicks I got from you in May. They have developed very nicely and are now in good shape to lay. Their combs are getting large and red. They are very beautiful and I am proud of them. I will want both R. I. Reds and Buff Leghorns very early next spring. I wish you continued success in your business.

HARRY W. KARNEY

(See photo at top of page)

"A FINE FLOCK OF LAYERS"

Wingham, Ont., Canada.
November 15, 1929

Dear Mr. Schwegler:

Have been well pleased with the White Plymouth Rock baby chicks I got from you last spring. They grew fast and have developed into a fine flock of layers. I am enclosing a snap shot of myself and the chickens.

MRS. CLIFFORD JENKINS

(See photo at top of page)

"GOOD LAYERS; WISH TO BUY MORE"

Clymer, N. Y., November 12, 1929

Dear Mr. Schwegler:

Enclosed is a picture of my wife and son, with some of the "Thor-O-Breds" I bought from you in the spring. The first time I got chicks from you was in April, 1926. Since that time I prefer to buy Schwegler "Thor-O-Breds" because I have learned by experience that they thrive well and start laying when 5 mos. old. From the 3,800 chicks I bought this year I sold 900 pullets and retained the rest for myself. I received many orders for pullets, as people who bought pullets from me last year said: "They are good layers and we wish to buy more." I want to thank you for your fair dealing and promptness in filling orders.

JOSEPH KACHEL

(See photo at top of page)

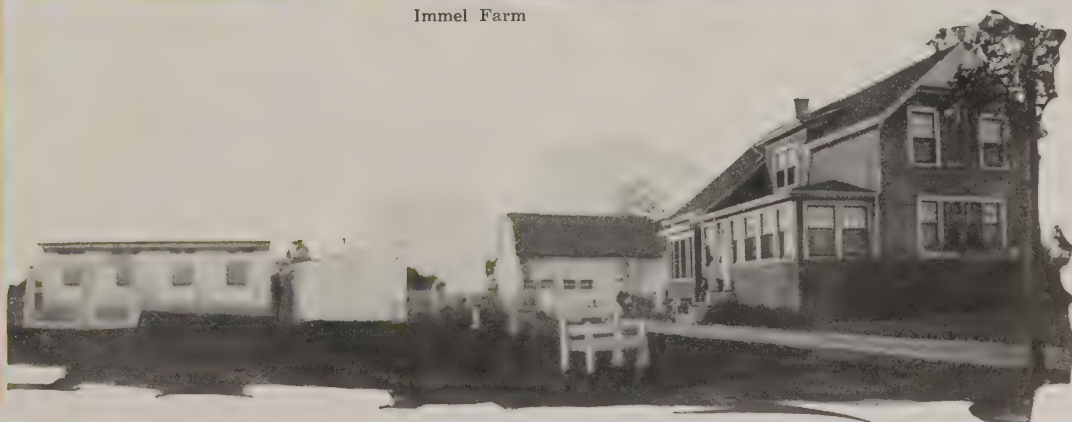
Clarence Crane, Mansfield Center, Conn., says he has had "wonderful luck" with his Rhode Island Reds which are shown in photograph with Mr. Crane.



Evert Farm



Immel Farm



Frank Farm

Record of Performance Breeding Cockerels

Imported by Us from British Columbia for Use in Our Breeding Pens

OFFICIAL RECORDS SHOW THAT THESE R. O. P. BIRDS POSSESS A HIGH STANDARD OF EGG PRODUCTION QUALITIES

ESTABLISHING correct type and increasing egg production can best be accomplished through the use of male birds possessing the desired characteristics. These breeding birds must be from high record ancestors, and also be strong and active to transmit their high production breeding to the chicks.

In our search for the best blood lines possible to obtain for the improvement of our breeding pens, we found that remarkable results had been secured by certain breeders in British Columbia in what is known as Record of Performance tests.

The high state of development attained by these breeders under the supervision of the R. O. P. Poultry Breeders' Association of British Columbia, Canada, the oldest and largest organization of poultry breeders in the world operating under national government inspection, is largely due to the aid and co-operation given by the University of British Columbia.

The photo pictures on this page illustrate the high quality of the birds secured by us in our purchase of 151

R. O. P. cockerels. They are fine specimens of the production type toward which we have been breeding for years. Each year we are able to make a marked improvement in our stock.

Not only have these very high records been made by R. O. P. (Record of

Performance) birds, under government supervision, but these birds are typical specimens of the breed, from the standpoint of size, color, and shape, and they abound in stamina and vigor.

It is interesting to note that British Columbia Record of Performance birds have established in recent years the following world's records:

World's record average egg production for 460 pullets that actually laid 233.2 eggs per bird in 364 days. This was an official record.

World's record hen with official record of 351 eggs in 364 days.

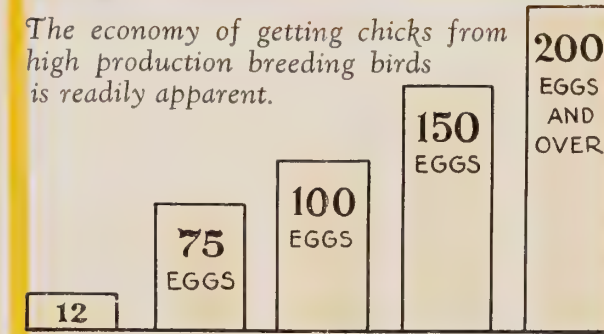
World's record pen of S. C. White Leghorns—10 birds—with record in Agassiz contest of 2,986 eggs in one year.

World's contest record averages for Barred Rocks, R. I. Reds, White Wyandottes, Anconas, in pens of 10 birds or more record being 210.6, 207.1, 215.7 and 202 eggs, respectively.

The official records of the ancestry of these R. O. P. birds go back to the third and fourth generation. See page 5 where we show a few pedigrees of these birds.

The Progress Made by the Modern Hen

The economy of getting chicks from high production breeding birds is readily apparent.



A—Scientists tell us the original jungle fowl—from which has been produced the modern hen—laid one setting of eggs a year.

B—The U. S. Government says the average farm hen lays only about 75 eggs a year.

C—Some poultry keepers have by their efforts in feed and care increased their egg yield to 100 eggs a year.

D—Poultry keepers today would make a profit if their hens laid 150 eggs a year.

E—Bred along scientific lines, some flocks today average 200 eggs and more per year. The additional eggs laid by such high production birds means just so much extra profit.



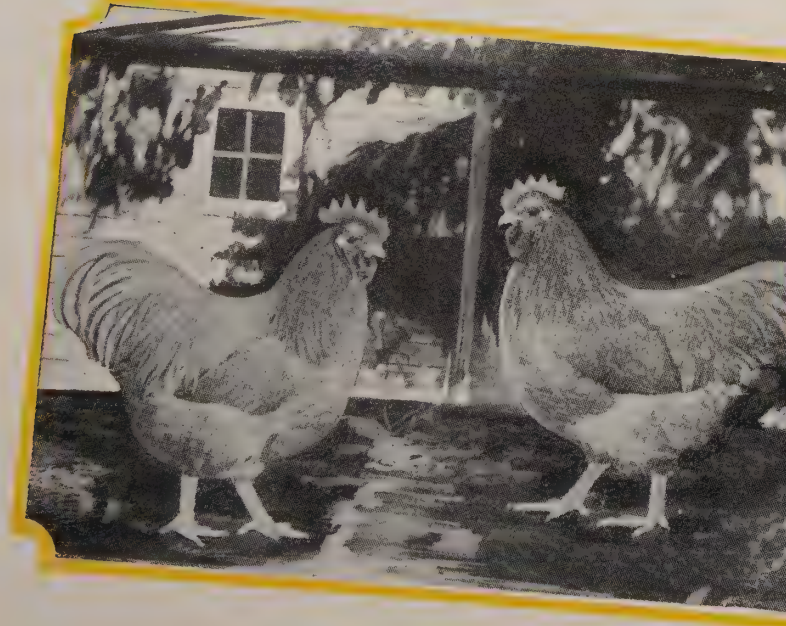
R. O. P. pedigreed Rhode Island Red Cockerels from dams with records of 261, 262, 267 eggs per year.



White Wyandotte pen, headed with one of our R. O. P. cockerels, winners of first and silver cup at York Fair, Oct., 1928, and first prize on pen at Fremont Show, Dec. 1928.



R. O. P. Ancona cockerels bred from hen with record of 218, 28½ oz. eggs to the dozen.



R. O. P. Buff Orpington cockerels from dam with record of 232 eggs.



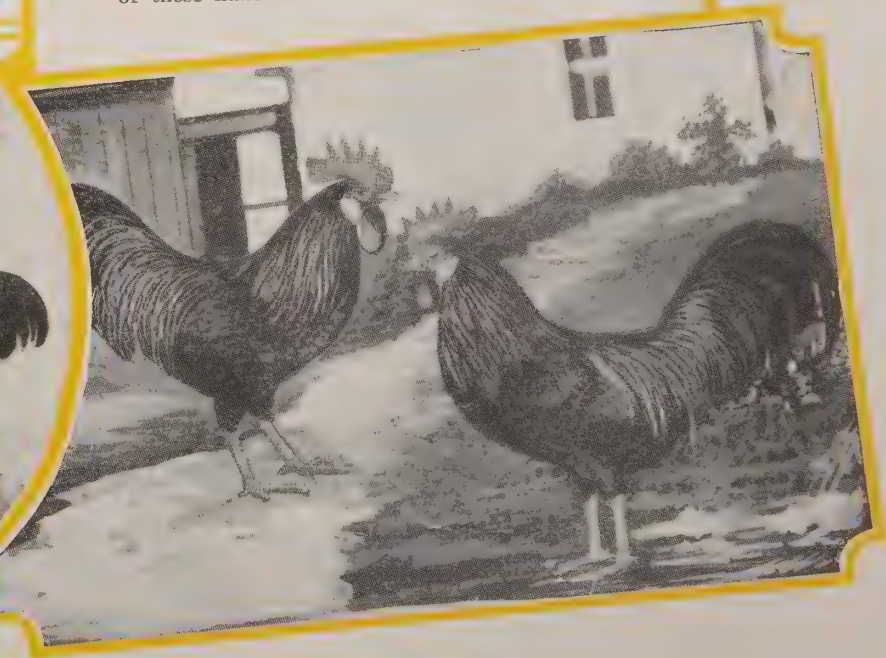
R. O. P. Barred Rock cockerel, grandson of C 10402—Dam's record 308 eggs.



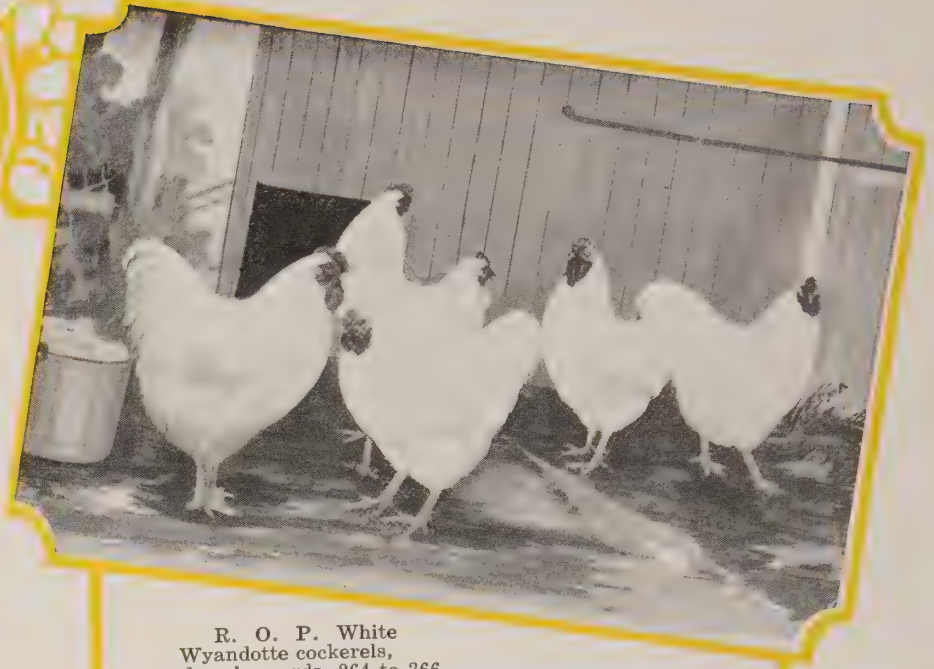
Our R. O. P. Barred Rock cockerels represent the best blood lines in British Columbia, some being closely related in ancestry to the Cedar Brook pen that made a new world's record for the breed in the nationally known egg laying contest at Puyallup, Washington.



R. O. P. R. I. Red cockerel sired by male whose dam laid 305 eggs.



R. O. P. Brown Leghorn cockerels from dams laying 202 to 205 eggs



R. O. P. White Wyandotte cockerels, dams' records, 264 to 266.



R. O. P. Barred Rock cockerels at 5 months old. From highest producing stock in British Columbia. Hens' records up to 284, males' records 284 to 300 eggs.



R. O. P. White Leghorn cockerels. The dams of these males laid from 297 to 307 eggs a year.

Come to see our Hatchery when you are in Buffalo or vicinity—and get acquainted with us.



Our personal attention is given to every inquiry and order, also all requests for information. We welcome correspondence.



Men and women expertly trained for this work sort the eggs and place them in trays for incubators. All eggs are carefully inspected and graded for size, shape and texture of shell.

Hatching Chicks Under Perfect Conditions

PROPER incubation is one of the most important steps in the production of big, strong, husky chicks—the kind that “live, grow and lay”, and make money for their owners. During the hatching season poultry keepers from all parts of the country come to see our modern, perfectly equipped Hatchery. For the benefit of those unable to personally pay us a visit, we herewith present a picture story showing first where your order is received, then the various processes by which our selected eggs are transformed into fluffy balls of energy and activity—ready for quick delivery to our customers everywhere.



Our shipping room is a busy place.



Every chick is carefully inspected to make sure it is up to our high chick standard. To pass inspection chicks must be perfect in every way.



Our chicks travel in comfort and safety—in strong specially constructed baby chick boxes.

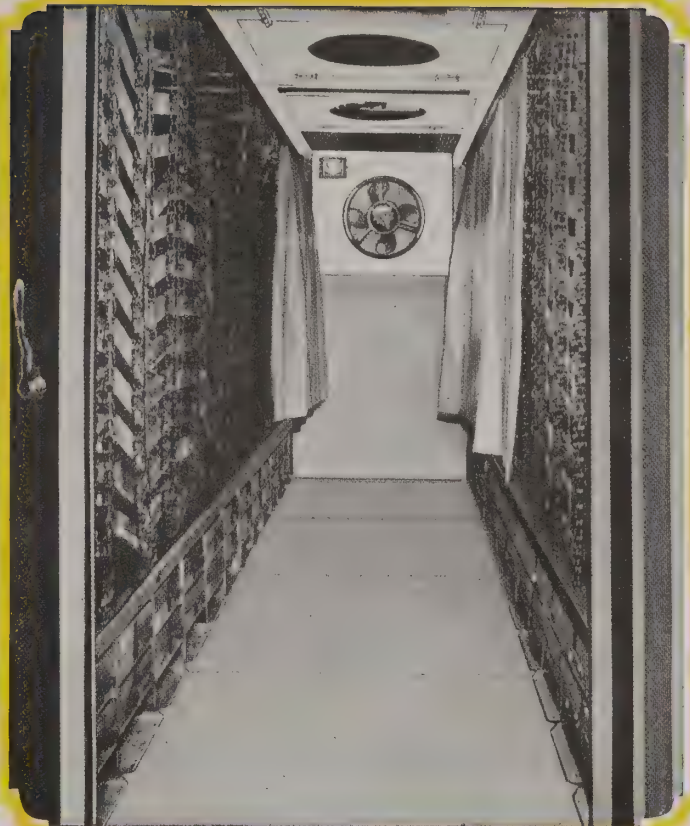
Our chicks are delivered to postoffice in enclosed trucks. Special attention is given them to make their journey safe and speedy to you.



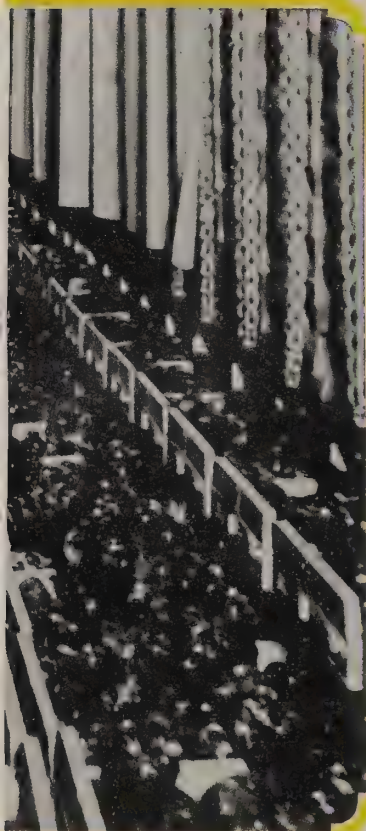


Eggs for hatching should be handled carefully. Our egg trays are placed on rubber wheeled trucks to prevent any possible jarring, and wheeled into the incubators.

The trays then are hung in place, as shown in photo at right—and hatching begins.



Looking from doorway into one of our large incubators. Photo shows the tiers of egg trays at left and right sides of incubator.



It is a wonderful sight to see the chicks hatching. Photo at left shows a hatch in one of our large incubators. A common scene in our Hatchery. These lively chicks—full of vigor and vitality—are sure to make rapid growth and mature early



Front view of our large incubators

We have ideal facilities for shipping baby chicks to customers everywhere. Over 75 mail trains leave Buffalo each day.



Postman delivering chicks



You will be delighted when you see your fine lively chicks. Remember we guarantee 100 per cent live delivery to you.



Making a Record in New York Home Egg Laying Contest

Flock of Schwegler's Thor-O-Breds Prove Their Ability to Lay in State-Wide Contest

Camden, N. Y., October 18, 1928.
Schwegler's Hatchery:

Thought that it might interest you to know that according to the report I received today from Cornell, my S. C. White Leghorn hens, which I bought of you as day-old chicks, are still heading the list in number of eggs laid from November 1, to September 30, which is the latest report in the State-wide Home Egg-Laying Contest. This is the eleventh month of contest, with only one more month to go.

Yours very truly,
A. H. CROPSEY.



Cornell University and New York State College of Agriculture, Ithaca, N. Y., which has done much to help poultry keepers in the care and management of their flocks, and through whose efforts the quality of poultry and eggs produced in the State has been raised to a higher standard.

THIS State-Wide Home Egg-Laying Contest was conducted by the Extension Service of New York State College of Agriculture at Cornell, and County Farm Bureau Associations co-operating. All New York poultry keepers were eligible to enter the contest.

The average number of birds in Mr. Cropsey's flock during contest was 170.5 birds, and the average egg production per bird for the 11 months was 179.1 eggs.

The purpose of the contest was to encourage the keeping of better poultry rather than more poultry, to stimulate better methods of feeding and management, to gather information as to the actual results achieved by poultrymen, and to locate the best laying flocks.

The Farm Bureau of each county had charge of the local contestants, and prepared all reports.

Daily entry was made of the number of eggs laid and of any birds removed for any reason. Only full sized eggs were counted.

Such records as this demonstrate the high quality of Schwegler's "Thor-O-Bred" chicks.



Mrs. A. H. Cropsey and their flock of White Leghorns.



A High Record in New Jersey State Egg Laying Contest

Five S. C. White Leghorn Hens entered by Harlang Farm, Pembroke, N. Y. in Bergen County (New Jersey) International Egg Laying Contest Averaged 219.8 Eggs Each During Year of Contest.

TO take one's pullets out of a nice warm house, used to their own brand of feed, and send them away for entry in an egg-laying contest, is not conducive to bettering their egg production, but nevertheless Harlang Farm had the satisfaction of knowing that five of their birds took good care of their reputation by laying 254, 217, 210, 201, and 217 eggs each during the year of the Bergen County International Egg-Laying Contest, conducted by the New Jersey Agricultural Experiment Station, Westwood, New Jersey. These official records which show an average of 219.8 eggs per hen prove that "Thor-O-Bred" chicks can take care of themselves anywhere.



These Five Hens in Contest laid 254, 217, 210, 201, and 217 Eggs Each During the Year of Contest.

The contest covered a year, ending October 31, 1928. Competition was open to any poultry breeder in the world.

Harlang Farm reports that for the year ending October 31, 1928, they received 16,645 eggs from their flocks, consisting of an average of 1,050 birds. When marketed these eggs brought them \$7,157.89. The average production per bird for the year was 190.2 eggs, which were sold for \$6.81.



New Jersey Agricultural Experiment Station, New Brunswick, which conducted the Bergen County International Egg-Laying Contest at Westwood, New Jersey. This station is widely known for the advanced position it has taken in promoting improved methods in rearing and marketing poultry.



Bringing in the Eggs



Tom, the guide, is some cook.



Who wouldn't be proud of catching a 12-lb. muskallonge!



A real French Canadian shore dinner.

Enjoying a Holiday Trip

I don't mind saying that both Mrs. Schwegler and myself are kept pretty busy during the hatching season—serving our customers to the best of our ability. Hatching and shipping chicks requires long hours and constant attention to details. But every road has a turn, so we know that each year after the hatches are over in July, along with our regular routine work, there'll be numerous opportunities for business and pleasure trips that prove rich in happy experiences.

Glancing at the top of this page you'll see that we do like to fish—and love the great outdoors.

On Labor Day we packed up our faithful friend the Buick and headed direct for Port Severn, on beautiful Georgian Bay, about 120 miles north of Toronto, Canada. And such fishing as they have there! Oh, Boy!

Truth compels me to admit that on the day the pictures were taken, Mrs. Schwegler proved the better fisherman—landing the 12 lb. muskallonge she is proudly holding up, additional to a smaller one, and a 5 lb. pike, while I had to content myself with one pike. Tom, the guide, insisted that this serve as our dinner, while the larger fish should be reserved for our return.

If you've never had a real French Canadian guide serve a shore dinner, there's a treat due you some day. The pictures show the "back-to-nature" method of frying the fish, cooking beans, etc.

Returning via Toronto, we stopped off at a number of Poultry Fairs and the marvelous Toronto Exposition, with its throngs of sight-seers from all parts of the dominion and U. S. Of course the poultry exhibits were of chief interest to us.



Poultry houses need frequent inspection.



Our "old faithful" makes traveling a pleasure.



Looking over some choice breeding birds.



Meeting of New York State Poultry Breeders which we attended, at Cornell University, August 7, 1929.

Entry Made in Another New York State Contest

AMERICAN people like to follow any kind of a competition in which there is an even chance to win. That's why egg contests are so popular. Just as high honors were won by our "Thor-O-Breds" in the contests shown on opposite page, so Mr. Carl

Lindstedt, Clarence Center, New York, hopes to win with his 13 White Leghorns which he entered October 15, 1929, in the New York State Egg Laying Contest being conducted by the State Institute of Applied Agriculture, on Long Island, Farmingdale, New York.

Certainly these 13 birds should make a creditable record for themselves because they were bred from hens with these high yearly egg records, 269, 236, 252, 202, 268, 244, 231, 265, 263, 254, 244, 248, 264. Friends of Mr. Lindstedt will wish him well in this new contest.



Mr. Lindstedt getting his birds ready for shipment to enter egg laying contest.

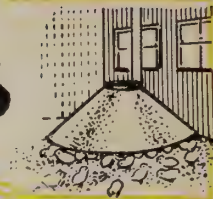


Contest Plant at New York State Institute of Applied Agriculture, in which the different pens entered in competition will be housed from October 15, 1929 to October 15, 1930.



Care of the Chicks

Follow These Instructions and You Will be Successful



WE are extremely anxious that every shipment of our "Thor-O-Breds" shall prove satisfactory in the hands of our customers. Your success is our success.

The six things to keep in mind when raising chicks are:

- 1—Keep them warm.
- 2—Keep them dry.
- 3—Keep them clean.
- 4—Keep them busy.
- 5—Keep them hungry.
- 6—Keep them growing.

Have Brooders Ready When Chicks Arrive

It is highly important that the chicks be given proper care and feed right from the start.

Plan your brooding equipment early, and have it on hand, set up, and running before the chicks arrive. The brooder should be operated at the desired temperature for at least 24 hours to make sure that it is adjusted properly, and in order to have the brooder warm for the chicks.

The brooder should be ready for the chicks when they arrive. If, for any reason it is not, keep the chicks in their shipping boxes while the brooder is being prepared. At intervals of four hours take the chicks out of the box—in a warm room—and feed and water, returning them again to the box. Get the brooder ready as quickly as possible.

Thoroughly clean and disinfect brooding house before placing a new lot of

chicks in it. The floors should be well scrubbed. Disinfect ceiling and walls with a good strong coal tar disinfectant. A 5 per cent solution of Creolin or Zenoleum makes an efficient disinfectant. Crude carbolic acid, 3 parts to 50 parts of water, is also good.

Be Sure to Keep Chicks Warm

FOR the first few weeks of a chick's life one of its most urgent requirements is proper warmth. Warmth is as important to these little fellows as their food. Chicks should be kept at all times in a temperature which is comfortable to them. On cold days keep brooder temperature regular.

For the first few days, the chicks should be confined close to the heated hover—until they get added strength and learn where the heat is so they can warm up quickly. Place a guard of fine mesh wire, or a board about a foot high, eighteen inches from the edge of the canopy.

If you use hens for brooding the chicks, do not give them more chicks than they can cover and keep warm.

Correct Temperature of Brooder

A TEMPERATURE of 95 to 97 degrees under the edge of the hover near the brooder floor is necessary for starting the chicks. As the chicks grow older this temperature can be reduced, but their actions and conditions should be the guide in amount of reduction. If comfortable at night, the chicks will be spread out over the floor under the edge of the hover, making no noise or sounds. If they pile up or chirp constantly, the heat is insufficient.

After the chicks are a week old, if weather permits, they will thrive better if let out into the direct sunshine as much as possible. For this purpose a small yard should

be constructed at first, and boards should be set up to protect the chicks from any chill wind.

How, When and What to Feed

AFTER making sure that your brooder is properly warmed, well ventilated and the floor well covered with sand, over which is placed a layer of cut straw or peat moss, remove chicks from chick boxes.

When taking them out of boxes dip their beaks in lukewarm water or milk and supply grit on clean newspapers or



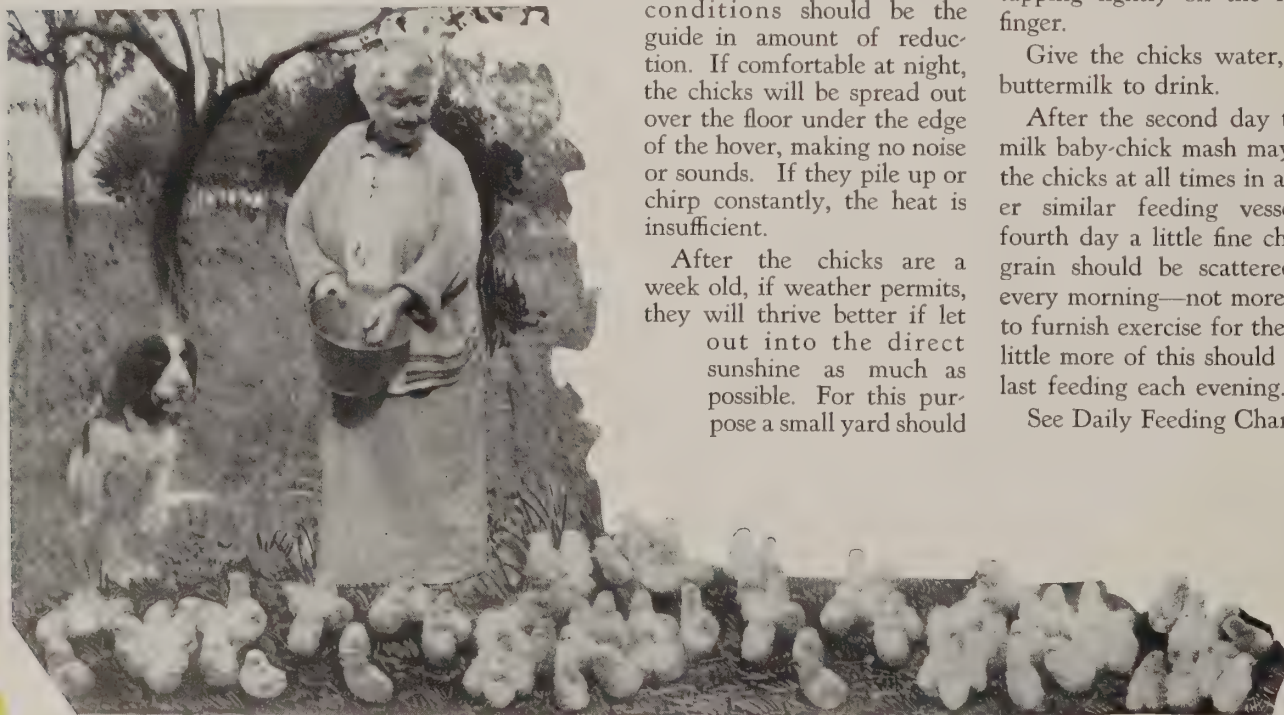
cardboard. Feed a little at a time and often, about five times a day for the first week.

An hour or two after placing chicks in brooder, place some good brand of buttermilk baby-chick starting mash (be sure it is fresh stock) on a clean board or paper, and let the chicks have as much as they can eat in about ten to fifteen minutes' time. If the chicks do not at first take readily to eating, it may be necessary to show them how by dropping a little of the feed on to a board or by tapping lightly on the feed with your finger.

Give the chicks water, sour milk or buttermilk to drink.

After the second day the dry buttermilk baby-chick mash may be left before the chicks at all times in a hopper or other similar feeding vessel. After the fourth day a little fine chick-size scratch grain should be scattered in the litter every morning—not more than is needed to furnish exercise for the chicks. Then a little more of this should be given as the last feeding each evening.

See Daily Feeding Chart on next page.



Daily Feeding and Management Chart

Age of Chicks	Baby Chick Mash	Chick Scratch Grain	Miscellaneous Feeds	Drink	Brooding and General Management
First Feeding	Feed starting mash five times during the day, as much as chicks will clean up in 15 minutes.	None	Keep chick grit and fine charcoal in small hoppers at all times. If your starting mash does not contain cod-liver oil, add 1 pint or 1 lb. to each 100 lbs. of mash.	Fresh water with chill removed. Sour milk or buttermilk, if available, in earthenware vessels. A chick is 53 per cent water and must have plenty of good, fresh, clean water to drink in order to grow properly.	Temperature under brooder should be kept at 95 to 97 degrees F. at the edge of the canopy, placing thermometer 2 inches from floor. It is important to keep an even temperature under hover at all times. To insure chicks being kept sufficiently warm at first, place a guard of fine-mesh wire, or a board about a foot high, eighteen inches from edge of canopy. The chicks should be confined close to the heated hover—until they get added strength and learn where the heat is so they can warm up quickly. The wire guard will prevent chicks from wandering away and getting chilled. A clean, sanitary brooder house is essential. Provide sufficient ventilation in brooder house so air smells sweet, but be sure there are no drafts.
Second Day	Continue feeding as above, or if preferred you may keep the starting mash constantly before chicks at all times in chick feeders.	None	Same as above. When mixing the cod-liver oil with the mash, first mix the oil with a small proportion of mash, then add to rest of feed, mixing thoroughly.	Fresh, clean water whenever supply gets soiled. Sour milk or buttermilk, if available. Keep drinking vessels scalded out and smelling sweet and clean. Use earthenware vessels for milk.	
Third Day	Continue as above.	None	Same as above. Keep plenty of grit and charcoal before chicks at all times.	Continue as above.	Brooder temperature 93 to 95 degrees F. If comfortable at night, the chicks will form a sleeping ring outside of the brooder hover, making no noise or sounds. If they pile up or chirp constantly, the heat is insufficient. If chicks have a chance to select their own temperature, they will have the right temperature.
Fourth Day	Keep starting mash constantly before chicks in chick feeders.	Feed a small amount of chick scratch in morning, as much as they will eat up in 15 minutes.	Same as above.	Be sure there are plenty of drinking fountains for milk or water, and scald them daily.	When chicks have learned where the heat is, you can remove the guard and let them run into the cooler parts of the house, as they desire.
Fifth Day to end of Second Week	Same as above.	Feed chick scratch two times a day in amounts that chicks will clean up in 15 minutes.	Garden greens such as lettuce, and lawn clippings, also sprouted oats, may be fed daily.	Continue same as above. Put drinking fountains on small, low platforms so chicks will not scratch litter into pans. Never let the chicks get thirsty.	Brooder temperature 90 degrees F. Let chicks outside in direct sunlight if weather is mild. If not, open window of brooder house if weather conditions warrant and let sun shine direct on chicks. Sun's rays coming through glass lose part of their value for baby chicks. Keep plenty of clean litter on the brooder house floor. Keep brooder house sanitary.
Third Week to Sixth Week	Keep starting mash constantly before chicks in chick feeders until the sixth week, when chicks should be changed to growing mash, making the change gradually over a period of two weeks.	Feed chick scratch twice a day, morning and afternoon, in good litter—all they will clean up in 15 minutes. After the fifth week they should be fed intermediate scratch.	Keep plenty of grit and charcoal before chicks at all times.	Keep plenty of fresh water before chicks at all times. Sour milk or buttermilk may be used, if available. Use earthenware vessels for milk. If milk is used always provide separate fountains filled with water.	Brooder temperature 85 degrees F. Let chicks outside on ground if weather is at all favorable. Spade up a part of the yard in front of brooder house to afford chicks plenty of exercise. Boards should be set up to protect chicks from any chill winds. Remember, chicks must be kept comfortable. Don't let chicks out in wet weather or on wet grass. Temperature from now on can be reduced 5 degrees a week. Keep the brooder house and yard sanitary.

Feed Sour Milk or Buttermilk

ONE of the safest and best feeds for baby chicks is sour milk. It acts as a tonic, helps to prevent the spread of disease, and stimulates the appetite. Feed it in drinking vessels. For the first few days in the brooder it is a good plan to give chicks no water to drink when they have access to sour milk, sour skim milk, buttermilk or semi-solid buttermilk. The milk should be fed in glass or earthenware fountains. (Do not use galvanized iron vessels for feeding sour milk, as the lactic acid in the sour milk or buttermilk affects the galvanized iron, and bowel trouble may result). If milk is not available, all the clean fresh water the chicks will drink must be supplied.

Be sure at all times that the feed is perfectly fresh, as sour or moldy feed will cause bowel trouble.

Green Feed

ABOUT the fifth day, a little tender green feed may be given. An excellent way to feed this is to cut a fair size of sod each day and throw it in

among the chicks. Baby chicks relish any form of fine, tender green feed, such as lettuce, lawn clippings and sprouted oats.

Cod Liver Oil

We strongly advise our customers to feed their chicks cod liver oil from the time mash feeding is started until chicks are at least four or five weeks old.

Feeding Growing Chicks

WHEN the chicks are about five or six weeks old and are well feathered and ready to leave the brooder, gradually change their feed from buttermilk baby chick mash to a high grade buttermilk growing mash. Make the change gradually.

At the same time you should change the chicks from the chick-size scratch feed

to a medium or intermediate size scratch feed.

Each day give in addition a very light feeding of scratch feed the very first thing in the morning, to get the birds out and exercising. In the evening the last feeding before they go to roost should be a heavy one of scratch feed, so they can go to sleep with their crops full of grain.



Breeding Birds from Famous Egg Producers

1,451 Eggs Laid by World's Record Pen of 5 Hens in One Year



From photo at left may be gained some idea of the enormous number of eggs laid by this famous pen of birds during the contest.

The photo below shows the World's Record Pen, bred and owned by B. C. Young, of Bellingham, Washington, that laid 1,451 eggs in one year. Record was made at Puyallup, Washington, Contest, under the supervision of State authorities.



Photo at left shows B. C. Young's hen No. 260 which laid 346 large white eggs in 12 months ending Sept. 29 1927, in national contest conducted by the State of Washington.

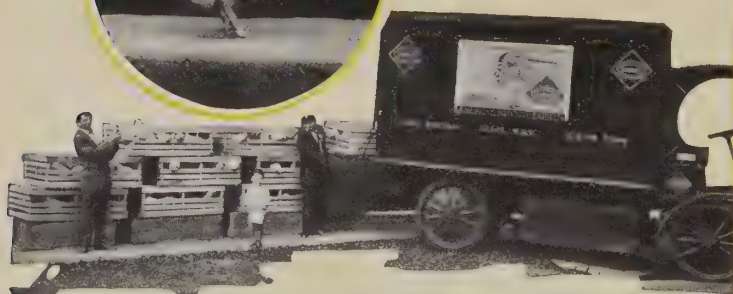


Photo showing shipment of the 250 B. C. Young birds as they were delivered to us by Express Company.

250 Birds from B. C. Young Winner in National Contest

YEARS of painstaking and scientific work is required to secure high egg production such as is represented by our "Thor-O-Breds". Additional to our own efforts in mating and breeding we have ever been alert to secure breeders that would improve our stock, especially with regard to egg production. In this way we have been able to furnish customers with chicks that have made them regular customers year after year.

After learning of the wonderful record made by the pen of White Leghorns owned by Mr. B. C. Young of Bellingham, Washington, which won first prize in the national egg laying contest conducted by the State College of Washington, we took up with him the question of our getting some of his best stock and were successful in having Mr. Young personally select for us 250 breeding birds which are directly related to his prize winners in the egg laying contest.

Competition in this famous egg laying contest was open to the world, and there were more than 100 contesting pens of birds. The results of this contest were accepted by poultry experts everywhere as representing the world's egg record for pen production under flock conditions.

The five prize-winning birds entered by Mr. Young laid 1,451 eggs in twelve months, an average of 290 eggs per hen; highest 325, lowest 265.

We show here with pedigree of one of the cockerels (No. 202-X) purchased from Mr. Young. This is the son of Hen No. 202 which was the

highest hen in the World's Record Pen. Note the high egg production ancestry of this bird.

The birds received from Mr. Young were bred from 250 to 280 egg breeders with high records back of them for the past ten years.

PEDIGREE OF COCKEREL 202-X

<u>Cockerel</u>	
<u>Cockerel</u>	<u>384</u>
<u>SIRE 201-X</u>	<u>Egg Rec'd 291</u>
<u>#811</u>	<u>Young Strain</u>
<u>Egg Rec'd 300</u>	<u>Cockerel # 41</u>
<u>100-X</u>	<u>#1558</u>
<u>WBC Official #201</u>	<u>Egg Rec'd 276</u>
<u>Egg Rec'd 300</u>	<u>Sons of 384</u>
<u>Pen 10</u>	<u>Pen Pedigree</u>
<u>280-300</u>	<u>Cockerel #555</u>
<u>Cockerel 202-X</u>	<u>#41</u>
<u>100-X</u>	<u>Hen #873</u>
<u>DAW #202</u>	<u>Egg Rec'd 302</u>
<u>WBC 325 Official</u>	<u>Cockerel # 247</u>
	<u>Hen #1558</u>
	<u>Egg Rec'd 276</u>
	<u>Hen # 157</u>
	<u>Egg Rec'd 285</u>
	<u>Cockerel</u>
	<u>Sons of 384</u>
<u>Pen 10</u>	<u>#384</u>
<u>280-300</u>	<u>Egg Rec'd 291</u>
	<u>Pen Pedigree</u>
	<u>Young Strain</u>



A group of fine husky S. C. White Leghorn cockerels direct from B. C. Young breeding pens for use in our breeding pens. (Photo taken when birds were 6 months old.)

Poultry Keepers Supplies

KNOWING of our long experience with poultry and our reputation for prompt shipment and careful attention to all orders, many of our customers prefer to purchase their Poultry Supplies direct from us. Our very complete line of brooders includes the various styles popular with the majority of poultry keepers today, and allows choice of the type best suited to your present needs.

PARCEL POST—Many of the poultry supplies here listed can be sent by Parcel Post, on all of which articles we have indicated both the price at our Hatchery and the price with Parcel Post charges paid to your door.

On **EXPRESS** and **FREIGHT** shipments the transportation charges can be paid when you receive the goods.

Stoves equipped with rocker grate, self-cleaning and will not clog. Equipment includes the rope and pulleys for canopy.



No. 5—With 52-Inch Hover

Double Draft Control

Royal Coal Burning Brooder

THIS Brooder is made in two sizes, as illustrated. The stove has unusually large coal capacity. Burns either hard or soft coal or coke. Is equipped with double draft control. Automatic regulation is controlled by check draft on top of stove and a direct draft below the grate, regulated by two wafer thermostats.

Standard rocker type grates much larger in diameter and about twice as thick as the grates on the average brooder stove.

Shipping weights: No. 1, 78 lbs.; No. 2, 100 lbs.



No. 1 stove requires a 4-inch pipe; No. 5 requires 5-inch pipe.

No. 1—With 42-Inch Hover

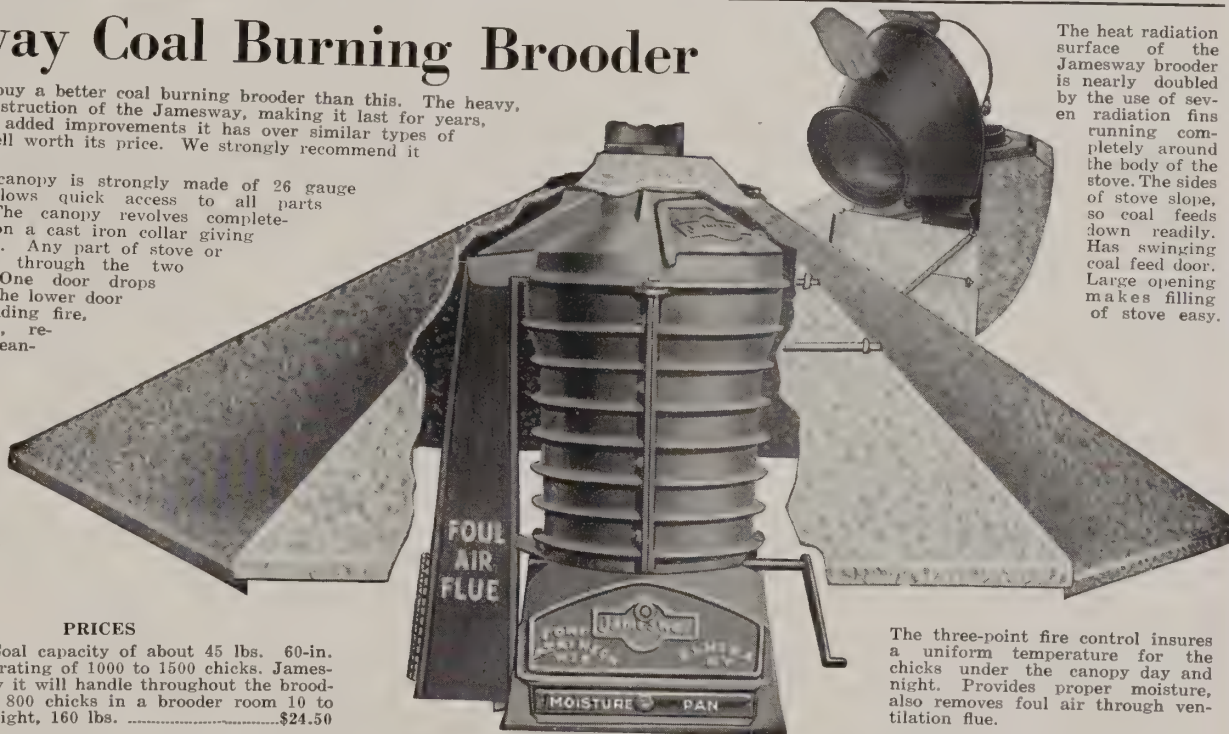
No.	Capacity	Coal Capacity	Size Hover	Height	Diameter Grate	Price
1	500 day-old chicks or 250 at 4 wks. old	23 lbs.	42 in.	22 in.	9 in.	\$12.75
5	1000 day-old chicks or 500 at 4 wks. old	35 lbs.	52 in.	21½ in.	9½ in.	15.75

Jamesway Coal Burning Brooder

MONEY cannot buy a better coal burning brooder than this. The heavy, substantial construction of the Jamesway, making it last for years, and the many added improvements it has over similar types of brooders makes it well worth its price. We strongly recommend it to our customers.

The Jamesway canopy is strongly made of 26 gauge sheet steel. It allows quick access to all parts of the Brooder. The canopy revolves completely around the pipe on a cast iron collar giving strength and rigidity. Any part of stove or floor can be reached through the two doors in canopy. One door drops down for coaling. The lower door tilts upward for tending fire, cleaning out ashes, rearranging litter or cleaning.

We can make prompt shipment of any Brooder listed in this book.



The heat radiation surface of the Jamesway brooder is nearly doubled by the use of seven radiation fins running completely around the body of the stove. The sides of stove slope, so coal feeds down readily. Has swinging coal feed door. Large opening makes filling of stove easy.

PRICES

Brooder No. 660A—Coal capacity of about 45 lbs. 60-in. canopy. Standard rating of 1000 to 1500 chicks. Jamesway prefers to say it will handle throughout the brooding period 300 to 800 chicks in a brooder room 10 to 18 ft. square. Weight, 160 lbs. \$24.50

1 Gallon Fountain

Made from heavy galvanized iron double tank construction, of large capacity for grown fowls or chicks. Permits the fowls to drink all around fountain.

3-gal. size...\$1.75 5-gal. size...\$2.40
8-gal. size...\$3.00

Royal All-Galvanized Fountain

Made from heavy galvanized iron in two pieces. Top made with bail for carrying. Base pulls off to fill. Pressure of air and grooves in pan hold the weight of water and fountain may be carried by the handle without fear of spilling.



Price: each, 60c; postpaid, 70c

Cod Liver Oil

We sell only a high grade of steam filtered Cod Liver Oil. Increases egg production. Health of birds is protected.

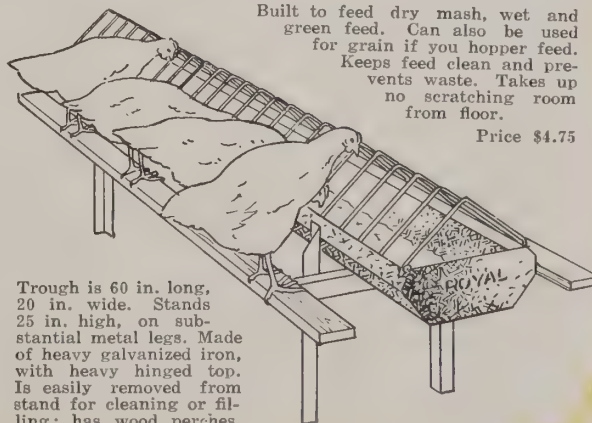
A great aid to success in raising chicks. We use it and recommend it to our customers. Try it and you will never want to be without it again. The Cod Liver Oil is to be mixed with mash or grain. We advise mixing 1 pint to each 100 lbs. of mash.

P.P.
1 gal. \$2.00 \$2.25
2 gal. 3.75 4.15
5 gal. 7.75 8.65
Special price on larger amounts.

Mash Feeder—with Stand

Built to feed dry mash, wet and green feed. Can also be used for grain if you hopper feed. Keeps feed clean and prevents waste. Takes up no scratching room from floor.

Price \$4.75



Trough is 60 in. long, 20 in. wide. Stands 25 in. high, on substantial metal legs. Made of heavy galvanized iron, with heavy hinged top. Is easily removed from stand for cleaning or filling; has wood perches.

Poultry Keepers Supplies

Save-All
Blue Flame

Hand
Operated

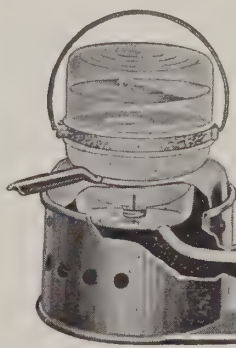
This is a popular brooder, and very simple to run. Burns common coal oil (kerosene). The scientific construction gives a continuous circulation of fresh, warm air under canopy at proper temperature—without danger of chicks being overheated or chilled. No smoke; no oil fumes or odor.

Hand operated. Height of flame is regulated by a simple lever which raises or lowers the oil level in the reservoir.

Burner is wickless. Has asbestos lighting ring which distributes oil and mixes it properly with the air, creating an oil gas that burns with a beautiful blue flame. Burner is guaranteed not to overflow. Leak-proof feed pipe with instant clean-out cap.

Base is stamped from extra heavy blue steel. Glass oil container. Extra heavy canopy of galvanized steel, supported by rigid stamped steel legs.

Prices are for complete brooder with canopy. Shipping weights: No. 1, 32 lbs.; No. 2, 40 lbs.; No. 3, 47 lbs.



Valveless—Dependable.
Costs Little to Operate.
Requires Very Little
Attention.

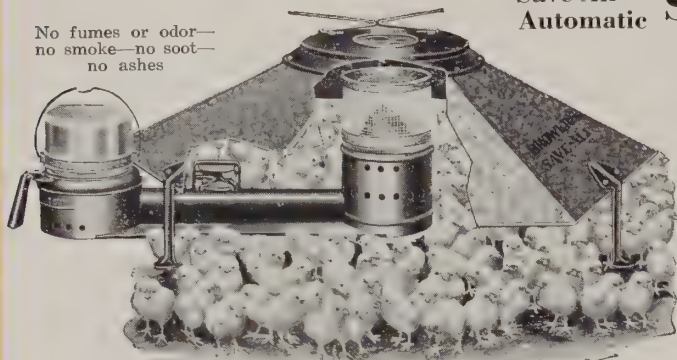


One gallon of oil is sufficient to run brooder 24 hours even in the very coldest weather.
Every bit of oil is turned into heat.

Prices of Save-All Blue Flame Oil Burning Brooder

No. 1 Size, with 32-inch canopy, capacity 300 day-old chicks or 150 at 4 weeks old.....	\$ 9.00
No. 2 Size, with 42-inch canopy, capacity 500 day-old chicks or 250 at 4 weeks old.....	10.00
No. 3 Size, with 52-inch canopy, capacity 1000 day-old chicks or 500 at 4 weeks old.....	11.00

No fumes or odor—
no smoke—no soot—
no ashes



Save-All
Automatic

Self-Regulating Oil Burning Brooder

The general construction of this brooder is the same as the Save-All Blue-Flame Oil Burning Brooder illustrated and described above except it is equipped with an automatic thermostat control. Flame is automatically controlled by regulating supply of oil to burner. Thermostat is out of way of chicks under edge of canopy where it is not exposed to floor drafts.

Here is a brooder that you can light and leave. Burns with a clear blue flame. When temperature under canopy becomes too warm, the positive thermostat control immediately shuts off the supply of oil.

In this brooder you are assured of a constant and certain degree of heat under the canopy regardless of weather outside. The automatic feature relieves operator of all worry and work connected with adjustment of flame under varying weather conditions.

Nos. 1 and 2 Brooders may be sent parcel post. No. 3 shipped by freight or express only.

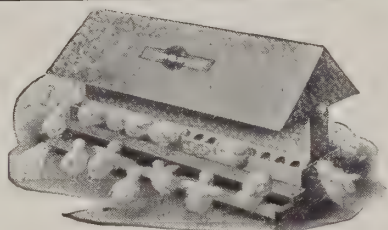
Prices are for complete brooder with canopy. Shipping weights: No. 1, 35 lbs.; No. 2, 42 lbs.; No. 3, 49 lbs.

No. 1 size, 32-in. canopy, cap. 300 day-old chicks or 150 4 wks. old.....	\$11.45
No. 2 size, 42-in. canopy, cap. 500 day-old chicks or 250 4 wks. old.....	12.75
No. 3 size, 52-in. canopy, cap. 1000 day-old chicks or 500 4 wks. old.....	13.95

Bungalow
Chick
Feeder

AGITATING TYPE

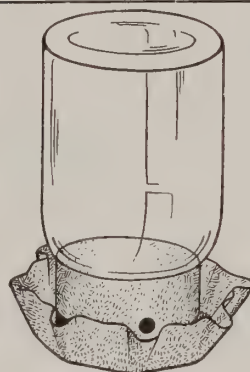
PRICE \$6.50



Keeps feed clean and dry. Feeding chicks from this James-way always gives them clean dry feed and plenty of it. Supports keep the feed trough up off the ground. The broad bungalow type roof keeps the feed clean and dry. Guards prevent the chicks from getting into the trough.

Can't Clog—Dry chick mash can't clog in this chick feeder. Chicks hopping upon the feeding platform joggle the mash compartment back and forth, which rattles the feed down into the troughs.

Self Feeds 200 Chicks Feeder is 3 ft. long and 16 in. high. Holds about 50 pounds of dry chick mash, enough to self-feed upwards of 200 chicks for one week without refilling. Room along the sides permit 40 to 50 chicks to feed at one time. Weight 35 lbs. Shipped by Freight or Express.



Royal
New Idea
Jar
Fountain

The most simple, practical and durable fountain on the market. Will fit any size or kind of glass jars. Cannot be tipped over.

Made of galvanized iron; to be used for water. Charcoal tin for milk or buttermilk.

	Each	Postpd.	Six	Postpd.
Galvanized	15c	25c	80c	\$1.00
Charcoal Tin	15c	25c	80c	\$1.00

Easy to Fill—Top lifts off, water may be poured in large opening.

Large Drinking Space—Birds receive water from entire circumference of fountain.

8-Gallon Gravity Waterer

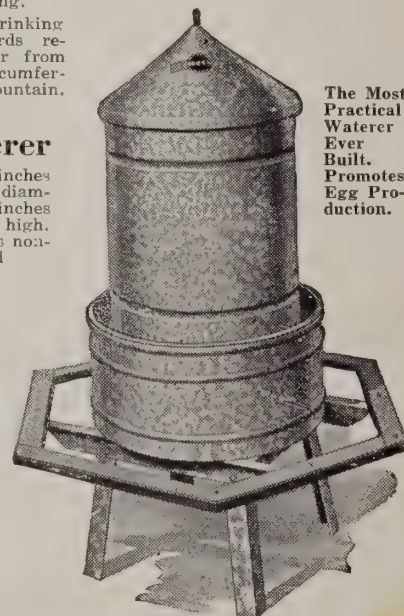
With the stand, waterer is about 40 inches high; diameter of barrel is 13 inches; diameter of base, 16½ inches. Stand is 12½ inches high; the base of waterer itself is 9 in. high. Copper Float Control—Opens and closes non-rusting brass valve, and keeps water at exactly the right level in the drinking pan.

Three styles
Plain base, no heat
Shpg. wgt. 21 lbs.....\$5.90

Kerosene lamp-heated
Shpg. wgt. 21 lbs.....\$7.90

Electric bulb-heated
Shpg. wgt. 21 lbs.....\$8.75

Stand: supplied for any of the three styles (Weight 7 lbs.) \$1.50



The Most Practical Waterer Ever Built. Promotes Egg Production.

Sanitary Fountain and Buttermilk Feeder

Keeps contents always clean and fresh. Cannot upset. Easily washed; quickly filled. Tops and bottoms sold separately if desired. Tops, 2-3 price; bottoms, 1-3 price. The bottom or saucer makes a fine feed tray.

	Postpaid		
½ gal. each.....	\$.50		
1 gal.....	.75		1.10
2 gal.....	1.25		1.60
½ Dozen Lots		Dozen Lots	
lbs.		lbs.	
1 gal.	\$3.50	40	\$6.00
1 gal.	4.10	75	7.20
2 gal.	7.60	100	14.20
1 doz. and doz. lots by Express or Freight.		140	



Poultry Keepers Supplies

Sol-Hot Oil Burning Brooder With Twin-Float Oil Control

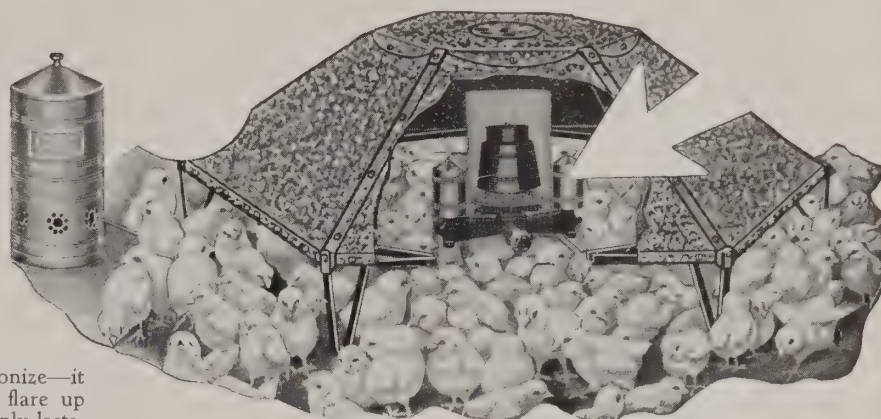
THE Sol-Hot new Twin Float Oil Control has proved a great success and this one feature alone has made this Brooder very popular. The new Twin Float makes Sol-Hot as simple and easy to operate as a gas stove. It makes no difference whether your floor is level or not, you don't have to give a moment's thought to the question of oil level. The Twin Float takes care of that automatically. You just light the burner, turn the valve to the right or left to get the flame you want and Sol-Hot will burn the same even blue flame exactly as you set it as long as there is oil in the unbreakable metal oil container.

This wonderful burner converts common kerosene into gas, producing the most intense, steady, uniform blue flame without smoke, soot, or fumes. It has no wicks to trim or carbonize—it won't burn uneven—it won't overflow—it won't flare up on one side—it won't go out as long as the oil supply lasts.

The Twin Float is set and adjusted at Factory and is permanent. It never has to be changed or touched again. The Twin Float is a Sol-Hot patent; no other Brooder has it.

The oil container which holds 2 gallons of oil can be placed on floor or shelf. Several heaters can be supplied from one oil container. The hexagon canopy, with flat top, is strongly braced with heavy strap iron and reinforced at each corner.

New Model Baby Sol-Hot Brooder, 24 in. canopy (cap. 100 day-old chicks or 50 at 4 weeks old; shpg. wt. 29 lbs.).....	\$ 8.75
Standard Sol-Hot Brooder with 34 in. canopy (cap. 300 day-old chicks or 150 at 4 weeks old; shpg. wt. 36 lbs.)	12.75
Standard Sol-Hot Brooder with 44 in. canopy (cap. 500 day-old chicks or 250 at 4 weeks old; shpg. wt. 42 lbs.)	15.50
Standard Sol-Hot Brooder with 54 in. canopy (cap. 1,000 day-old chicks or 500 at 4 weeks old; shpg. wt. 50 lbs.).....	19.00
New Model Sol-Hot Brooder with Giant Heater (cap. 1,000 day-old chicks, 54 in. canopy; shpg. wt. 54 lbs.)	21.00
New Model Special with Giant Heater, 64 in. canopy (cap. 1200 day-old chicks or 600 at 4 wks. old; shpg. wt. 61 lbs.).....	22.50



This picture shows chicks being brooded around one Senior Simplex Stove.

We will be glad to send more detailed information about the Simplex if desired. Gas burner can be furnished instead of oil burner if gas is to be used as fuel, at same price.

Our prices are for brooder complete, with stove, oil tank, necessary oil pipe, and automatic oil regulator. Smoke pipe is not furnished with brooder but can be purchased at any hardware store.

Baby size, capacity 500 day-old chicks or 250 at 4 weeks old	\$24.00
Junior size, capacity 1000 day-old chicks or 500 at 4 weeks old.....	30.00
Senior size, capacity 1200 day-old chicks or 600 at 4 weeks old.....	36.00

Simplex Oil Burning Brooder

Backed by a Written Guarantee to You

WE believe this is the best brooder on the market and strongly recommend it to our customers, knowing that you will be pleased with it in every way. Regardless of the weather, the Simplex will provide just the right temperature for the chicks not only under the hover but also in the brooder house. Because the Simplex provides more heat radiation it is able to completely heat the brooder house in any weather. Can be regulated as low as an ordinary lamp or high enough to provide ample heat for the below-zero days and nights.

The heat is controlled by regulating the amount of kerosene fed to stove. The heat deflector has metal and asbestos lining which throws the greatest number of heat units to the floor. There is a constant circulation of fresh air for the chicks to breathe, thus making healthy chicks.

Stove has heavy cast-iron base and burner, with cast-iron legs. Body of stove is made of heavy black sheet steel.

There is a large circulating radiator on top, around which the heat from the burner must pass before escaping. Heat is caught by deflector which covers and extends over top of radiator, so all heat is deflected downward to perform its mission of warming the chicks before escaping and rising to ceiling.

No danger of fire going out. Cup in center is always full of oil. Makes no oil fumes. Flame is distributed by a spreader which gives unusual bottom radiation, yet floor is thoroughly protected from overheating. Oil feed is gravity only.

Large Capacity Chick Feeder

Unexcelled for feeding the growing chicks. It is a great time and labor saver. Chicks can eat on both sides of feeder.

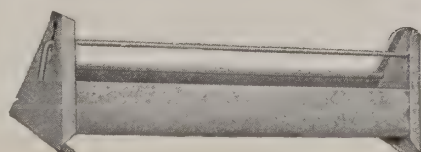


10 qt. size—21 in.: 32 feeding holes.....	Each \$1.00	Postpaid, \$1.15
17 qt. size—35 in.: 54 feeding holes.....	Each \$1.60	Postpaid, \$1.75

Royal Open Chick Troughs

Made from galvanized iron with adjustable rod which can be moved up and down to three positions. Two sizes.

Length	Each	Postpaid
12 in.	20c	30c
24 in.	30c	40c



Jamesway Self Feeders— 5 Big Self Feeders in 1

The only feeder with a patented can't clog feature. Feeding perches are built like a teeter-totter. Every time a hen jumps upon them, the mash compartment joggles and down comes the feed. The big middle compartment holds a week's supply of egg mash. The smaller bins at each end hold enough grit, shell, charcoal, and scrap to last several weeks. 16 inches off the floor. Tilting top skids hens off should they try to roost there.

50-lb. Feeder.... \$11.80
Holds 50 lbs. of dry egg mash—9 lbs. scraps—15 lbs. oyster shell—5 lbs. charcoal—15 lbs. of grit, 36 in. long—16 1/2 in. wide—38 in. high. Self feeds 75 to 125 hens for one week without refilling. Weight 60 lbs.

100 lb. Feeder ..\$17.45
Holds 100 lbs. of dry egg mash—9 lbs. scraps—15 lbs. oyster shell—5 lbs. Charcoal—15 lbs. grit, 60 in. long—16 1/2 in. wide—38 in. high. Self feeds 125 to 200 hens for one week without refilling. Weight 90 lbs.
Shipped by freight or express.



Leading Banks Highly Endorse Us

The Community National Bank

Buffalo, New York

MAIN OFFICE
MAIN AND SENECA STS
NORTH PARK OFFICE
HERTEL AVENUE AT NORWALK
KENSINGTON OFFICE
KENSINGTON AVENUE AT BAILEY

JEFFERSON OFFICE
1306 JEFFERSON AVE
SOUTH SIDE OFFICE
2221 SENECA ST
SOUTH PARK OFFICE
452 SOUTH PARK AVE

March 1, 1927

To Whom It May Concern:-

We are pleased to say that we have done business with Schwegler's Hatchery, F. A. Schwegler, Proprietor, for several years, and know this firm to be honest and upright in their business dealings. They give careful, personal attention to their customers' needs, and as a result have built up a very fine business in hatching and shipping their "Thor-O-Bred" Chicks.

We are glad to recommend this firm to any one desiring strong, sturdy chicks, as we know they give their customers a square deal, and will live up to any promises they make.

In visiting Schwegler's Hatchery, we have been impressed by the size and completeness of their plant, and their modern methods of hatching and shipping their Baby Chicks.

Yours very truly,

R. W. H. Campbell

R. W. H. Campbell,
Vice-President.



OUR FINANCIAL REFERENCES

When buying baby chicks it is essential that you place your order with a reliable firm. The reputation we have gained through years of fair dealing with our many customers assures you of complete satisfaction.

Our high financial standing and integrity may be ascertained by reference to R. G. Dunn & Co., Bradstreet Co., the Community National Bank of Buffalo, or your own banker.

WE ARE MEMBERS OF THE INTERNATIONAL BABY CHICK ASSOCIATION and THE NEW YORK CHICK PRODUCERS ASSOCIATION

As an active member of the International Baby Chick Association, we subscribe to and conduct our business in accordance with the Association's

Fair Play Code

We pledge our earnest co-operation with and protection of the public through honest, truthful advertising. Honest, upright business methods. Honest production and sale of chicks as represented.

Thus, additional to the reputation we have established for fair and liberal treatment to all our customers, you also have the protection of these well-known associations which demand that their members practice upright business methods.



Prices for Schwegler's "Quality" Chicks

BREED	25	50	100	500	1,000	BREED	25	50	100	500	1,000
White Leghorns	\$4.25	\$8.00	\$15.00	\$72.50	\$140.00	White Wyandottes	\$5.00	\$9.50	\$18.00	\$87.50	\$170.00
Buff Leghorns						White Plymouth Rocks ...					
Brown Leghorns						Black Minorcas	5.25	10.00	19.00	92.50	180.00
Barred Plymouth Rocks ...	4.50	8.75	16.50	80.00	155.00	Assorted or Mixed Chicks:	3.75	7.00	13.00	62.50	125.00
Rhode Island Reds						All Heavies					
Anconas						As They Come					
Buff Orpingtons	5.50	10.50	20.00	97.50	190.00	All Lights	3.50	6.50	12.00	57.50	115.00

Prices for Schwegler's "Special Quality" Chicks

During the twelve years we have been conducting our hatchery, we have built up an enviable reputation for our "Thor-O-Breds" as exceptional layers, and as fowls possessing all those characteristics that make them superior to the ordinary kind for market purposes as well as for beauty.

Each season we have had an increasing demand from many of our customers for chicks of SPECIAL QUALITY—chicks that will develop into super-layers, and which in all respects will represent the very acme of the desired qualities.

We are in position to satisfy this demand for SPECIAL QUALITY chicks, at the prices quoted below. Many of our customers prefer to send the small amount extra to obtain these Special Quality super-layers. In ordering, be sure to check in space provided on Order Blank that you desire these Special Quality chicks.

BREED	25	50	100	500	1,000	BREED	25	50	100	500	1,000
White Leghorns	\$5.50	\$10.50	\$20.00	\$97.50	\$190.00	Anconas	\$5.75	\$11.25	\$21.50	\$105.00	\$205.00
Buff Leghorns						Buff Orpingtons	6.75	13.00	25.00	122.50	240.00
Brown Leghorns						White Wyandottes	6.25	12.00	23.00	112.50	220.00
Barred Plymouth Rocks }	5.75	11.25	21.50	105.00	205.00	White Plymouth Rocks }					
Rhode Island Reds						Black Minorcas	6.50	12.50	24.00	117.50	230.00

MAMMOTH WHITE PEKIN DUCKS—Our baby ducks prove just as highly satisfactory as our baby chicks. We are prepared to ship any quantity desired. PRICES 25, \$8.50; 50, \$16.50; 100, \$30.00; 500, \$145.00.

Tear off On Dotted Line and Mail Promptly With Remittance

Please Write Your Name and Address PLAINLY—To Avoid Errors

Fill Out This Order Blank NOW

SO YOU CAN GET YOUR CHICKS WHEN YOU WANT THEM

100% Live Delivery Guaranteed—We Pay Parcel Post Charges

SCHWEGLER'S HATCHERY

212 Northampton, Buffalo, New York

Date....., 193...

Please ship me, in accordance with your Guarantee of 100% Live Delivery, the following "THOR-O-BRED" Baby

Chicks, for which I enclose \$.....

Check Here

☐ "Quality" Chicks

Date Chicks Wanted.....

☐ "Special Quality" Chicks

No. Chicks	BREED	PRICE
	White Leghorns	
	Buff Leghorns	
	Brown Leghorns	
	Barred Plymouth Rocks	
	Rhode Island Reds	
	Anconas	
	Buff Orpingtons	
	White Wyandottes	
	White Plymouth Rocks	
	Black Minorcas	
	Assorted or Mixed Chicks, All Heavies .	
	" " " " As They Come	
	" " " " All Lights .	
	TOTAL,	

Name

Street, or Rural Route No.....

County Telephone No.....

Post Office State

Please send a Copy of your BABY CHICK BOOK to my Poultry Friends Listed Below.

Name St. or R. F. D. Post Office State

MAKING PAYMENT—It is more satisfactory to always send full remittance with order. If for any reason this is not convenient, we will book your order upon payment of 10% of amount. Balance must be paid one week before shipment is to be made.

On C. O. D. Shipments we require a deposit of \$1 per hundred chicks ordered. You pay your postman the balance, plus postage, when your chicks arrive. Be sure to mention if you want your chicks shipped balance C. O. D.

How To Order *and Pay for* YOUR CHICKS



AS soon as you have decided the number of chicks you need, and the variety you like best, fill out the Order Blank, which you will find in this book.

Then mail order to us at once, so there may be no delay in getting your chicks just when you want them.

IMPORTANT—State the number of chicks you want, indicate the variety, and state whether “Quality” or “Special Quality” chicks are desired, also state the week you would like to receive your chicks.

How and When to Make Payment for Your Chicks

It is more satisfactory to always send full remittance with your order. However, if for any reason it is not convenient to send full amount at time of placing order, we will book your order upon payment of 10 per cent of amount. Balance must be paid one week before shipment is to be made.

If you want your chicks shipped C.O.D. state this plainly when ordering, and enclose \$1.00 per hundred chicks ordered. We will send them when you want them and you can pay the postmaster the balance, plus postage, when your chicks arrive.

In making payments for chicks, send us money order or your check. If possible, send your order two or three weeks ahead of date shipment is desired. We cannot ship less than 25 chicks.

To Avoid Errors

Be sure to write your name and address very plainly on the order blank which you will find enclosed in this book. If possible write your name and address in print letters. Use same name at all times when writing. Be sure to give your county and state, also your nearest post office where you can receive the chicks to best advantage. As you know your local conditions best, you will aid us by furnishing the information that will get your chicks to destination under the most favorable conditions. If you have a telephone, give number on Order Blank in space provided.

Whether you send for just a few, or many chicks, you always will get exactly what you order, and on date promised. Our hatches are arranged so shipments of chicks will not reach customers on Sunday.

100 Per Cent Live Delivery Guaranteed to You

All of our old customers know that we give absolute satisfaction. If you have not ordered from us previously, you may rest assured that you, too, will be equally well pleased. We guarantee 100 per cent live delivery to you, and guarantee chicks to reach you in good condition.

As soon as you receive the chicks, examine them at post office or in presence of letter carrier. We place two extra chicks in each box of one hundred, so please count the *live* chicks instead of any dead ones. Please note that should two of the chicks be found dead upon arrival, you still have 100 per cent live delivery. In case you wish to send a claim for shortage, have the postmaster or letter carrier give you a statement showing the number of live chicks received. Send this to us, and we will make good the loss.

We ask our customers living on rural routes to call at the postoffice for their chicks if possible. If requested to do so your postmaster will be glad to notify you just as soon as the chicks arrive. Customers living in towns not supplied with mail delivery by carrier should be prompt in calling at post office for their chicks. Losses cannot be made good where the chicks are allowed to lie around.

Shipping Date

Immediately after your order is received by us we will send you a receipt showing the amount of money you have sent, also stating number and kind of chicks ordered, and date we expect to make shipment. In this way we avoid any possibility of misunderstandings. If you desire shipment made at once, we will do so, if possible.

Many folks write to ask *when* we could fill their order if they send it, whereas if they had actually sent their order we could book it and probably have chicks on the way at once. After having decided to order chicks, make out order and send it to us without delay.

Assorted or Mixed Chicks

After each hatch is off and orders are filled we sometimes have chicks over of various breeds which we place together and sell them as mixed chicks. We cannot assure you of any particular breed, but will ship as our supply happens to be. Order early to be assured of your supply.

These chicks are all strong, vigorous, healthy individuals. If you are not particular to have all chicks of a certain color or variety, these will suit you nicely. The price is made lower for quick sale. For prices, see Price List enclosed in this book.



All-Year-Round

The Hen That Lays Is the Hen



Snow and zero weather make little difference to Mrs. Grace Winchell's hens, they keep laying right along.



Mr. J. Dawber is happy with his fine flock of layers.



Grace Yentzer, Roulette, Pa., makes a fine profit from her flock of "Thor-O-Breds".

"AVERAGED 80 PER CENT PRODUCTION"

Portland, Conn., September 5, 1929

Mr. Schwegler:

We have been averaging 80 per cent production from our flock of "Thor-O-Breds" which we got from you as baby chicks a year ago. They laid all winter and surprised us by keeping at it in the coldest weather. The cockerels were in great demand. Some weighed 7 lbs. We will send you our next order for chicks.

HAROLD M. WALDEN

"LAYING FINE"

Burlington Flats, N. Y., November 4, 1929

Dear Mr. Schwegler:

Just a few lines to let you know how much we are pleased with our White Leghorn pullets. We have 130 fine ones. They weigh nearly 5 lbs. each and are laying good. We are in hopes to get more from you next spring. MRS. HARVEY MEACHAM

"FOUND SCHWEGLER'S CHICKS BEST"

Olivebridge, N. Y., October 20, 1929

Dear Mr. Schwegler:

When we retired from active business in 1922 we bought 12 hens and a rooster, and with these as a start decided to go into the poultry business in a small way. Later we concluded it would be better to buy baby chicks each year from a highly recommended hatchery. We ordered an ever-increasing number of chicks. Finally in 1927 Schwegler's came to our attention. We ordered 500 chicks as a trial. Next we got 1,000, and in 1929 we bought 2,000. They have proved to be good layers. We can truthfully say we have found the Schwegler chicks superior in every way to those purchased in previous years from other hatcheries.

HENRY and GRACE WINCHELL

(See photo at left)

"JUST AS YOU SAID THEY WOULD BE"

Suncliff Farm, Corinth, Vermont,
October 21, 1929

Dear Mr. Schwegler:

I must tell you how pleased we have been with the lovely White Plymouth Rock and Orpington chicks we bought from you. Wish you could see them now. They are just what you said they would be. We will surely buy our next chicks of you.

MRS. FRED CHAFLIN

"BEGINNER HAS GOOD SUCCESS"

Waterloo, Quebec, Can., July 23, 1929

Dear Mr. Schwegler:

Enclosed you will find a snapshot of a few of the pullets I raised from the 2,100 baby chicks bought of you April last. When placing my order and asking for advice I told you I was just a novice, but I have been more successful than some with years of experience. After selling the cockerels as broilers, also the surplus pullets, I have over 900 pullets left—all strong, fine healthy birds.

(See photo at left)

JAMES DAWBER

"A PROFITABLE PURCHASE"

Roulette, Pa., October 26, 1929

Dear Mr. Schwegler:

The White Rock chicks which I got from you in April have been doing fine. Am enclosing a photo of them, although it does not do them justice. My birds have rather surprised me with their records. Figures are what count, so here are a few:

200 White Rock chicks purchased April 23.....	\$ 36.00
Feed account till September 1st, about	\$100.00
	\$136.00
79 pullets sold for layers	\$120.00
92 roosters sold in market	\$178.76
	\$298.76
Net Profit	\$162.96

The above shows that it pays to buy good stock that has plenty of vigor and vitality, and that develops fast. Your "Thor-O-Breds" are noted as exceptional layers, which I have proved from my own experience with them for the last five years.

(See photo at left)

GRACE YENTZER

"PROFIT MAKERS"

Hamburg, N. Y., November 24, 1929

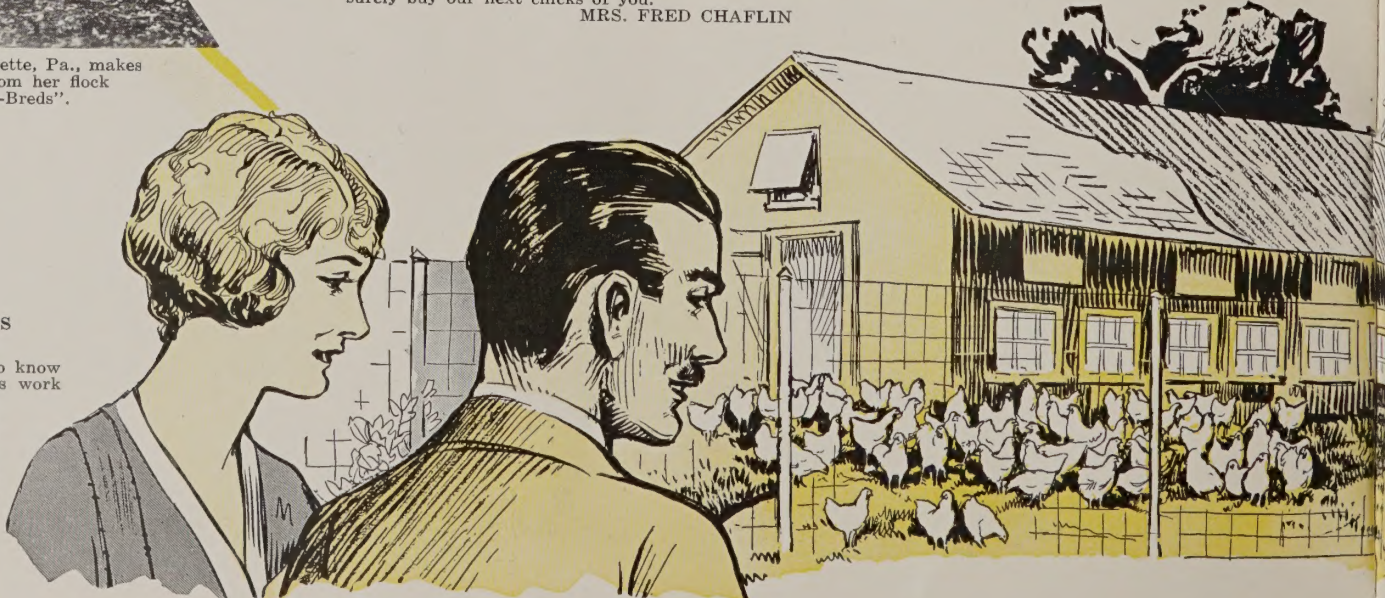
Mr. Schwegler:

I know you will be interested in hearing of my success. Our chicks arrived May 15th and we got our first eggs October 23d. In March our 30 pullets laid 734 eggs, the highest number in one day being 28. Your chicks sure are profit makers. From December 1st to May 1st we sold \$112.73 worth of eggs, besides using eggs in our home. Best of all, my feeding only cost me \$26.00.

R. VANOVER

WHEN DREAMS COME TRUE

What a satisfaction to know that after a summer's work in raising a flock of chicks to laying age they really do prove to be heavy layers. Then it is that one is truly thankful for having ordered "Thor-O-Bred" chicks with the "lay" bred right into them.



Layers

That Pays

Each season we ship our chicks to customers all over the United States and Canada. That these chicks are good stock, are hatched right, and travel safely to their new homes is proved by the way they "live and lay". You, too, will be delighted with our "Thor-O-Breds".



An "Egg Machine"

Faithfully producing her daily egg, a "Thor-O-Bred" hen proves to be a real money maker. Shelling out eggs when prices are high is what makes them so popular.

"EARLY LAYERS"

Erie, Pa., September 22, 1929

Dear Mr. Schwegler:

Your chicks are the real goods. They surely do "live and lay". I have raised 80 pullets from the 150 baby chicks you sent me in May. I find your "Thor-O-Breds" are early layers, my record being as follows: Year 1927, 5 mos. 2 days; year 1928, 5 mos.; year 1929, 4 mos. 6 days. And I am no expert, either. Thank you for your interest in my success.

FRANK J. BROWN

POSTMASTER SAID: "THEY ARE DANDIES"

Akron, N. Y., May 18, 1929

Dear Mr. Schwegler:

We received our "Thor-O-Bred" baby chicks just as ordered and they certainly were a fine bunch of chicks. Our Postmaster, when he opened the box for inspection, said: "They are dandies." We have received a great many chicks through the mail this spring, but these are the best all the way through". I have had fine luck with them.

MRS. WILLIAM CUMMINGS

(See photo at right)

"YOUR CHICKS ARE MORE PROFITABLE"

East Randolph, N. Y., October 22, 1929

Dear Mr. Schwegler:

Thought you might like to hear how my pullets are doing this year. From the 218 pullets raised from the chicks I received from you May 21st, I am already getting eggs. They are coming into production fine. Pullets are wonderful and large in size. From my 1928 chicks I raised 221 pullets, which began laying September 1st. From then until October 1, 1929, they laid 41,548 eggs. It is needless to say my next year's chicks will be purchased from you because I can't afford to get them elsewhere—your chicks are so much more profitable than the usual kind of chicks.

T. R. HENNINGER

"THREE SUCCESSIVE YEARS"

Franklinville, N. Y., November 24, 1929

Dear Mr. Schwegler:

For three successive years I have ordered chicks from you in the spring. Have always been delighted with the way they lived, grew and laid. They are just as you represent them to be. I expect Schwegler's chicks will always be my layers.

NELLIE E. GOSS

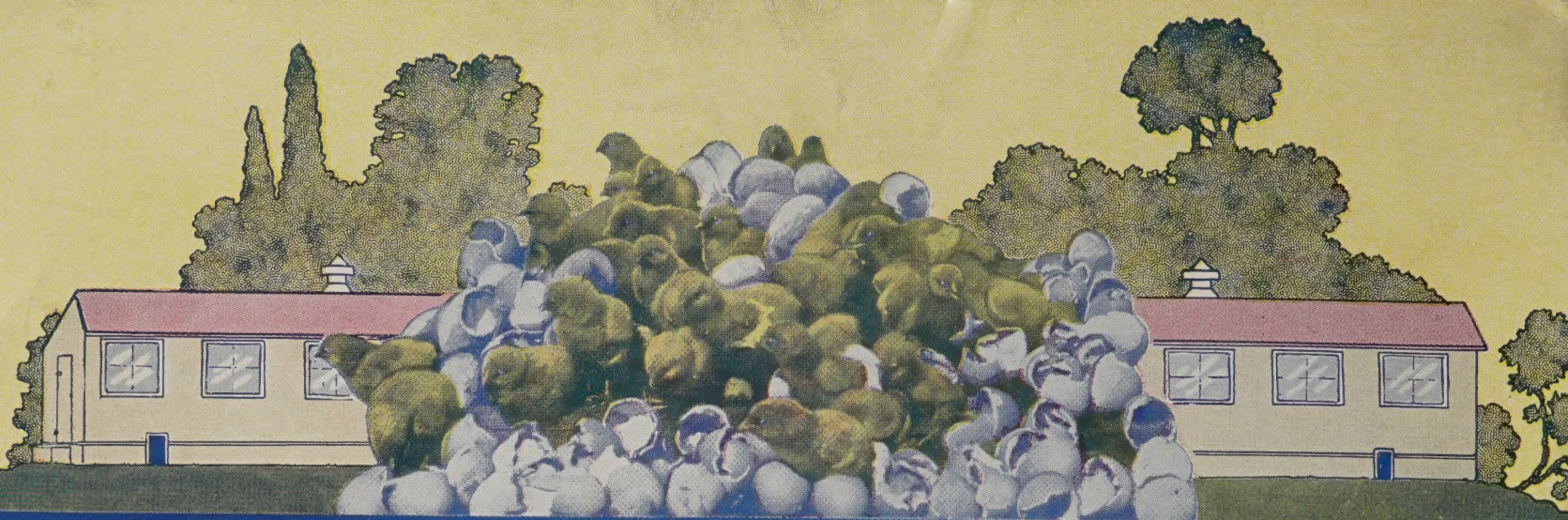


Up where they have real old-fashioned winters Mr. & Mrs. Fred H. Claffin, Corinth, Vermont, find that Schwegler's "Thor-O-Breds" shell out the eggs.



Anyone can see that Mrs. William Cummings, Akron, N. Y., is in love with her beautiful Rhode Island Reds, which she bought from us as baby chicks.





You Can Make Money with Poultry

THE prospect of making a nice profit from a flock of hens was never more promising than now. The yearly demand for eggs and poultry meat is rapidly on the increase. To meet this demand the production of poultry and eggs has become a great industry. Poultry keeping is now recognized as one of the most important branches of agriculture.

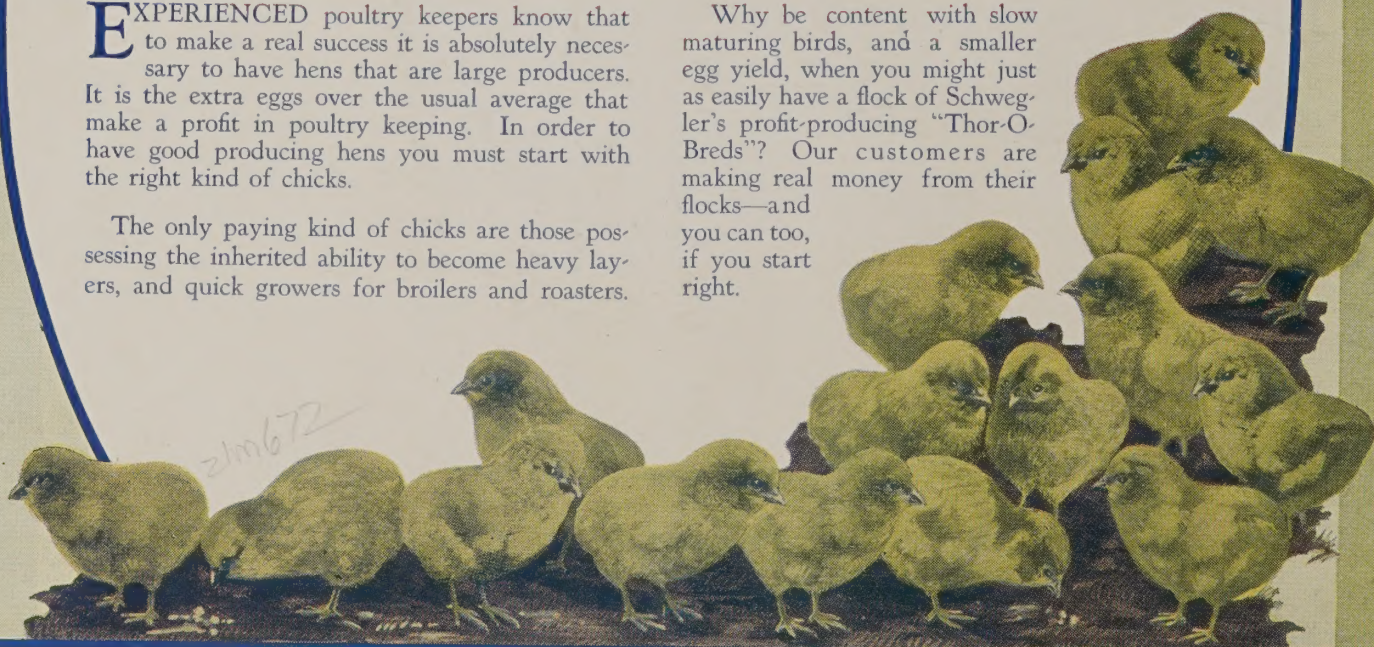
Think of it! The latest United States census shows that the market value of poultry in this country is over a billion dollars, which is greater than the value of the annual wheat or oats crops, and also the fruit crop. Only the corn crop has a greater value. The poultry business is therefore a pretty good business to be in, especially if you have good stock.

Every Extra Dozen of Eggs Your Hens Lay Means a Greater Profit for You

EXPERIENCED poultry keepers know that to make a real success it is absolutely necessary to have hens that are large producers. It is the extra eggs over the usual average that make a profit in poultry keeping. In order to have good producing hens you must start with the right kind of chicks.

The only paying kind of chicks are those possessing the inherited ability to become heavy layers, and quick growers for broilers and roasters.

Why be content with slow maturing birds, and a smaller egg yield, when you might just as easily have a flock of Schwegler's profit-producing "Thor-O-Breds"? Our customers are making real money from their flocks—and you can too, if you start right.



SCHWEGLER'S

"THOR-O-BRED"

REG. U.S. PAT. OFF.

BABY CHICKS

**LIVE
AND
LAY**